



**our values in action**

Charles Hamelin, three-time Olympic medalist



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## Scope

Intact Financial Corporation's 2010 Public Accountability Statement was produced and filed as a consolidated public accountability statement and includes activities undertaken by Intact Financial Corporation and its subsidiaries across Canada during the fiscal year January 1 to December 31, 2010. All dollar amounts are expressed in Canadian currency.

## Our subsidiaries

This Public Accountability Statement includes the contributions of the following Intact Financial Corporation subsidiaries:

Intact Insurance Company  
Novex Insurance Company  
The Nordic Insurance Company of Canada  
Trafalgar Insurance Company of Canada  
Belair Insurance Company Inc.  
Equisure Financial Network Inc.  
Canada Brokerlink Inc.  
GP Car and Home Inc. (formerly Grey Power)  
Intact Investment Management Inc.  
866295 Alberta Ltd.

## Donations

All requests for charitable donations can be submitted using the online application process at [www.intactfc.com](http://www.intactfc.com) under In the Community section. The section also includes information about the Intact Foundation, our partners and initiatives.

## Contact us

Intact Financial Corporation's 2010 Public Accountability Statement is available for viewing at [www.intactfc.com](http://www.intactfc.com). If you have any questions regarding our social responsibility activities, please contact:

### Heather Schoeler

Vice President, Social Responsibility

Intact Financial Corporation

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# CEO's message

2010 was a successful year for our company, defined by favourable returns for shareholders, outstanding experiences for customers and improved employee engagement scores. This performance was achieved by placing our customers at the centre of everything we do and by focusing day in and day out on living our values: integrity, respect, customer orientation, excellence and social responsibility.

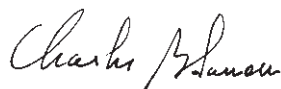
Our strong financial performance has allowed us to continue to support important causes that make lasting economic, environmental and social differences in the communities that we serve. Our financial success is no coincidence – it's a reflection of the quality of the strategies that we have adopted over the years and a testament to the superior execution of these initiatives by our dedicated people and partners. It's that same dedication that we apply to social responsibility.

In 2010, corporate citizenship took centre stage as we put our values into action. We adopted a social responsibility statement, identified new focus areas, initiated two significant partnerships and expanded support to employees in their community endeavours. We have and will continue to manage our philanthropic efforts with the same enthusiasm as any other part of our business.

We are committed to employee citizenship, the environment and youth at risk to improve the communities where we live and work. We believe in making a difference and our contribution goes beyond the approximate \$2.7 million of

donations that we made to charitable organizations in 2010. We also give volunteer time, enthusiasm, resources and expertise to causes that we are passionate about.

We are proud of our progress this year and excited about the future.



**Charles Brindamour**  
President and Chief Executive Officer



## Social Responsibility Statement

At Intact we respect the environment and its finite resources and we believe in making the communities where we live and work safer, healthier and happier. We demonstrate this by being environmentally responsible in our operations, supporting our employees in their citizenship endeavours, encouraging climate change adaptation and fostering vibrant and resilient communities for all of our stakeholders.

## Social Responsibility Working Group

Founded in June 2010, the Social Responsibility Working Group helps to implement our social responsibility strategy by acting as an advisory board on all matters that support our social vision. The group is comprised of 22 members from key business units and functional areas across the company. These members meet regularly and actively lead, champion, communicate and monitor our social responsibility activities.

# About us

As Canada's largest provider of home, auto and business insurance with an estimated 11% market share, we aim to offer customers an outstanding experience that goes beyond their expectations. We run our business without compromising on respect, integrity, excellence, customer orientation and social responsibility. These values are at the heart of our commitment to our employees, brokers, customers and communities where we live and work. We offer our products through our four distinct brands: Intact Insurance, BrokerLink, belairdirect and GP Car and Home.



Intact Insurance is Canada's largest home, auto and business insurer which distributes its products through a network of more than 1,800 brokers coast-to-coast. These brokers offer customers choice, personalized service and trusted advice.



Established in 1991, BrokerLink is one of the largest Canadian property and casualty insurance brokerage operations with over 50 offices supported by more than 700 employees across Ontario and Alberta.

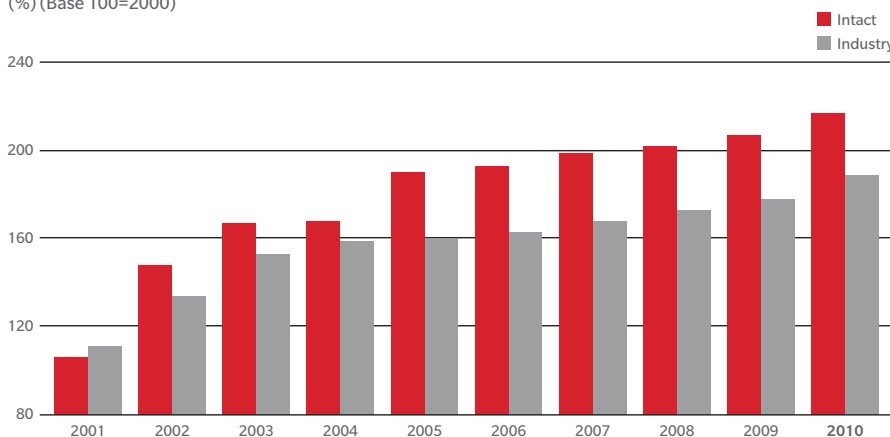


Operating in Ontario and Quebec, belairdirect is ranked #1 for brand awareness among insurers that offer P&C insurance products directly to consumers. By leveraging the internet, belairdirect has grown its revenue over the years at a rate of approximately 10% a year.

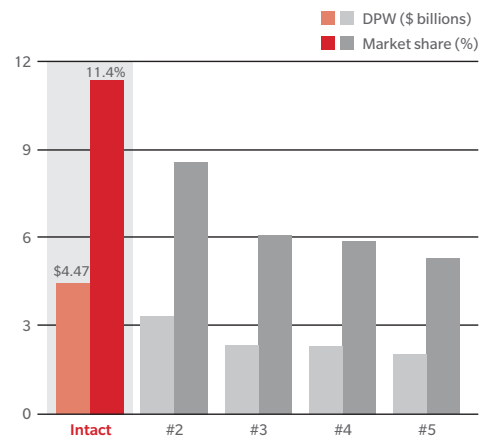


GP Car and Home, formerly known as Grey Power, is the industry leader in providing car and home insurance to people with 25+ years of good driving habits. GP Car and Home believes that better drivers deserve better rates and offers exclusive savings and benefits – not to mention expert advice and service through its Good Driving Habits Program™.

**Direct premiums written growth**  
(%) (Base 100=2000)



**Market share by company**



Industry data source: MSA Research excluding Lloyd's, ICBC, SGI, SAF, MPI and Genworth, as at Dec. 31, 2010.



# Our customers

At Intact, the customer is at the centre of everything that we do. Our commitment to deliver an outstanding experience to each of them that goes beyond their expectations is embedded into our culture as a core value and is reflected in our strategy as a key priority.

While our goal is to insure and protect the things that our customers care about – their home, car and business – we all know that insurance is not about things, it's about people.

In 2010, our 1,900 claims professionals helped 339,900 of our customers when they needed us most and we spent \$2.8 billion to get them back on track. We also continued to guarantee our claims service, make ourselves available 24/7 and improve our technology to make it easier for customers to deal with us.

As the prevalence of weather-related claims continues to increase, we introduced a new tool that provides water damage prevention tips to help our homeowner customers adapt to the vulnerabilities of climate change and potentially benefit from a rebate. Customer feedback on belairdirect's "my home diagnostic" tool has been positive since we launched it in October 2009 as more than 70,000 belairdirect customers received benefits associated with the diagnostic. The tool has been so successful that Intact Insurance and GP Car and Home have introduced it to their customers.

We ask our customers for feedback to gauge how satisfied they were after a claim. We are pleased to report that both our claims satisfaction and referral scores are staying strong and stable at high levels. And for those customers who are not satisfied, they can contact us or our Office of the Ombudsman to resolve complaints or settle claim discrepancies in an open and transparent manner.

Our customer service efforts have been paying off as we recently received three prestigious accolades. We were recognized as the top-ranked auto insurance company for the second consecutive year by J.D.



Power and Associates. In 2009, belairdirect ranked number one among Canadian car insurance companies, and in 2010, GP Car and Home, known at the time as Grey Power, received the overall number one ranking in Canada for customer satisfaction.

In addition, Intact Insurance was ranked the highest in customer satisfaction among private auto insurance companies in Quebec.



## What our customers say

“I would just like to acknowledge the outstanding customer service I received... I have never in my life been treated so well over the phone in such a professional manner... I will recommend you with as much enthusiasm as I can.”

– David Kennedy

“It was so great to hear from Intact so quickly, literally as we were standing on the side of the freeway! They connected us with their preferred rental car company who were also extremely kind and helpful. While they did not have a van available initially, the entire team worked the phones and had a van available in no time at all. We were able to continue to our travel destination within three hours thanks to everyone’s endeavours. Unbelievable, what commendable service!”

– Donna Foubert

## In depth: we were there when customers needed us most

Our customers were affected by several severe storms in 2010, which included a hail storm in Alberta, tropical storm in Nova Scotia, tornado in southern Ontario and heavy rainfall in many regions across the country. The July 12, 2010 hailstorm in Calgary and the surrounding area is just one example of how our employees and partners demonstrated our customer-driven value last year.

In a matter of a few weeks, we helped approximately 10,000 customers get back on track after they reported home and car damage – whether we spoke to them over the phone, visited them at their home or met with them in person at one of our drive-in and repair centres. Employees and external specialists from across the country travelled to Calgary to lend our employees that work in the province a helping hand. Getting our customers back on track as seamlessly and as quickly as possible is just one example of how we put customers at the centre of everything we do.



# Our locations

We have a wide network of regional offices and call centres around the country which enhances the ease of doing business with customers and brokers. At the end of 2010, our network of branches and other facilities included 94 locations. Our main offices are located in the following cities:

## Intact Financial Corporation

|         |  |
|---------|--|
| Toronto | 700 University Avenue, Toronto, ON M5G 0A1 |
|---------|--|

## Intact Insurance

|                 |   |
|-----------------|---|
| Calgary         | 1200 - 321 6th Ave. S.W., Calgary, AB T2P 4W7       |
| Durham          | 8 - 59 Westney Rd. South, Ajax, ON L1S 2C9          |
| Edmonton        | 700 - 10830 Jasper Ave., Edmonton, AB T5J 2B3       |
| Halifax         | 100 - 5657 Spring Garden Rd., Halifax, NS B3J 4A5   |
| London          | 255 Queens Ave., 8th floor, London, ON N6A 5R8      |
| Mississauga     | 500 - 6733 Mississauga Rd., Mississauga, ON L5N 6J5 |
| Moncton         | 869 Main St., Moncton, NB E1C 1G5                   |
| Montreal        | 1611 Crémazie Blvd. East, Montreal, QC H2M 2R9      |
| Ottawa          | 300 - 1400 St. Laurent Blvd., Ottawa, ON K1K 4H4    |
| Quebec City     | 400 - 1305 Lebourgneuf Blvd., Quebec, QC G2K 2E4    |
| Saint-Hyacinthe | 2450 Girouard St. West, Saint-Hyacinthe, QC J2S 3B3 |
| Thunder Bay     | 207 - 1205 Amber Dr., Thunder Bay, ON P7B 6M4       |
| Toronto         | 1600 - 700 University Ave., Toronto, ON M5G 0A1     |
| Vancouver       | 400 - 2955 Virtual Way, Vancouver, BC V5M 4X6       |
| Victoria        | 246 - 2401C Millstream Rd., Victoria, BC V9B 3R5    |
| Winnipeg        | 805 - 386 Broadway Ave., Winnipeg, MB R3C 3R6       |

## belairdirect

|             |  |
|-------------|--|
| Anjou       | 300 - 7101 Jean-Talon St. East, Anjou, QC H1M 3T6  |
| Ottawa      | 200 - 1111 Prince of Wales Dr., Ottawa, ON K2C 3T2 |
| Quebec City | 500 - 5400 Des Galeries Blvd., Quebec, QC G2K 2B4  |
| Toronto     | 1100 - 700 University Ave., Toronto, ON M5G 0A2    |

## GP Car and Home

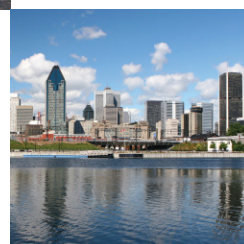
|         |   |
|---------|---|
| Toronto | 105 - 600 Gordon Baker Rd., Toronto, ON M2H 3P8 |
|---------|---|

## BrokerLink

|         |  |
|---------|--|
| Calgary | 200 - 1400 1st St. S.W., Calgary, AB T2R 0V8 |
| Toronto | 700 - 48 Yonge St., Toronto, ON M5E 1G6      |



Halifax



Montreal



Ottawa



Toronto



Calgary



Vancouver



# In the community

At Intact, we endeavour to have a strong and active presence in the communities where employees and brokers live and work. In 2010, Intact contributed approximately \$2.7 million to charitable organizations that are active in communities across Canada.

Our support is a reflection of our commitment to respect the environment and its finite resources, making our communities healthier and happier and encouraging the involvement of all our employees.

Our financial giving is focused on two key areas: fostering safe and vibrant communities by addressing the needs of youth at risk and helping communities prepare for long-lasting changes in weather patterns.



**“We value social responsibility and believe in making a constructive difference where we live and work, lending our time and financial resources to support worthwhile initiatives that have a positive and sustainable impact. We welcome the opportunity to support programs that have lasting social and environmental impacts.”**

– Heather Schoeler, Vice President, Social Responsibility

To celebrate the launch of our two focus areas, we invited our employees to put our money where their hearts were and have their say. We allocated a dollar amount per employee vote to a target charity in the focus area of their choice.

## Youth at risk

A staggering 65,000 youth in Canada do not have a place to call home. Instead they are huddled on street corners, park benches, friends’ couches or in shelters. The thousands of homeless youth deserve an adequate and affordable home; they deserve the ability to develop to their full potential. Whether we recognize it or not, homelessness affects us all in one way or another. It is not an isolated issue – it impacts education, health, communities and our future. And it’s becoming more rampant as both the number of homeless people and the length of time that someone is homeless continues to surge.



Intact employees form up to draw attention to Raising the Roof’s goal of achieving 65,000 acts to support solutions for youth homelessness, one for each of the estimated 65,000 homeless youth in Canada.





In 2010, we partnered with Raising the Roof, Canada's only national charity focused on long-term solutions to homelessness, on their Toque Campaign and Youthworks. Our support of the Toque Campaign is aimed at raising awareness and funding for local shelters, while our involvement with Youthworks focuses on

breaking the cycle of youth homelessness by promoting innovative employment, mentorship and skills training opportunities for homeless and at-risk youth across Canada. These opportunities are important for these young people to become independent, contributing members of society.



Employees, Jack Mei, Jovan Gain and Bill Oxley, all dressed up to help sell toques on Toque Tuesday and support the needs of homeless youth in Canada.



Nicole Sproule, Youth Advisor at Youthworks Board of Advisors; Brian Davis, Executive Director of Houselink Community Homes; Maureen Deery, Director of National Campaigns at Raising the Roof; and Lynne Woolcott, Director of Community Response and Advocacy at St. Christopher House; wear and wave their toques on Toque Tuesday to support solutions for youth homelessness.



**“The Intact volunteers have truly made a difference in the lives of homeless youth across Canada. Their time, enthusiasm and support are inspirational.”**

– Carolann Barr, Executive Director, Raising the Roof

Independent from the support that we provide to shelters through Raising the Roof's Toque Campaign, we provided direct financial support to shelters across Canada in 2010. Highlighted below are some of the shelters that we helped in large urban areas last year:

- Covenant House, Vancouver
- Raido House, Calgary
- Covenant House, Touchstone Youth Centre and Eva's Initiatives, Toronto
- L'Arrêt-Source and L'Auberge communautaire du Sud-Ouest, Montreal

In addition, we supported front-line agencies that offer youth-at-risk programs, including:

- The Fort Whyte Foundation Inc., Winnipeg
- The Canadian Safe School Network and Boundless Adventures Association, Toronto
- Jeunes au Travail, Laval
- Spectre de rue inc., La Corbeille Bordeaux-Cartierville and Fondation Le Grand Chemin, Montreal
- Big Brothers Big Sisters of Greater Halifax, Halifax



## Climate change adaptation

As a provider of home, auto and business insurance, we know that climate change is a reality. It has also accelerated in recent years as temperatures are rising, precipitation is heavier, wind storms are more intense and weather patterns are becoming less and less predictable. We feel that it's imperative that Canadian society adapt to climate change.



Dr. Blair Feltmate, Climate Change Adaptation Project Leader and Director of Sustainability Practice at the University of Waterloo opens the Adaptation Advisory Committee meeting in early December.



Last year, we launched the Climate Change Adaptation Project, an innovative collaboration with The University of Waterloo's Faculty of Environment and a diverse community of Canadian climate change thought leaders. Through our partnership with the University, we aligned ourselves with the Canadian Climate Change Scenarios Network, a leading risk modeller, to project temperature and precipitation changes in the years 2020 and 2050. More than 70 Adaptation Advisory Committee members also gathered to decide on the most significant climate change challenges facing Canadians. The committee members listened to 24 presentations from climate change subject matter experts and chose to support the following broad research areas: city infrastructure, biodiversity, freshwater resources,

First Nations and agriculture. In addition to the broad research areas, the members selected a number of property and casualty insurance specific research areas.

The purpose of the research is to produce a concrete and solution-oriented action plan that will foster sustainable and resilient communities for generations to come.

Since becoming a 100% publicly listed Canadian company in 2009, we have been participating in the Carbon Disclosure Project. In our submission, we have shown the challenges and opportunities associated with climate change for our company. We have computed our carbon dioxide emissions which went from 15.4 thousand tonnes in 2009 to 14.0 thousand tonnes in 2010.



Adaptation Advisory Committee members Sandi Stride, President of EcoStride Group and CEO of Sustainable Hamilton, and David Oulton, Former Head of the Federal Climate Change Secretariat, participate in a Climate Change Adaptation Project meeting.



These seventeen climate change subject matter experts identified 24 vulnerable industry sectors and disciplines and presented their recommendations to the 70+ members of the Adaptation Advisory Committee.



## Environment

Protecting the environment is becoming more and more important today as resources are scarce and must be preserved for future generations. At Intact we encourage employees to form green teams, a group of environmentally-minded employees who come together to promote environmental sustainability in the workplace and inspire colleagues to make sound environmental choices. In 2010, our employee-driven green teams across the country participated in various activities, some of which included green pledges, electricity audits and a paper project.



This year, we developed a new environmental statement that will guide our actions for years to come:

At Intact we believe that respecting the environment is fundamental to the well-being of the communities where we live and work. We also believe that as Canada's largest provider of home, auto and business insurance, we have an important role to play in helping Canadians adapt to climate change and assisting communities in preparing for long-lasting changes in weather patterns. We are committed to being environmentally responsible in our operations and encouraging the awareness and responsibility of our employees on environmental issues.



Backed by several colleagues in Halifax, Senior Underwriter, Susan Jeffrey, takes the green pledge to reduce her carbon footprint at work.



Equipped with rubber gloves and garbage bags, our employees picked up litter in the neighbourhood around our head office in Toronto.



## Community involvement

In addition to championing youth at risk and climate change adaptation, we also support other major initiatives in the communities where we live and work. Our annual United Way campaign continues to be an effective way to build stronger communities. Every year, employees across all of our offices demonstrate their spirit, passion and overwhelming commitment to community causes through events and activities.

In keeping with our commitment to encourage employee involvement, we once again gave our employees the chance to work directly for the United Way. Last year, Dan Villeneuve, IT Technical Specialist at Intact in Toronto, Roland Gallant, Insurance Advisor at belairdirect in Ottawa, and Karine Yanire, Commercial Lines Underwriter at Intact Insurance in Saint-Hyacinthe, actively participated in many projects as United Way ambassadors for approximately three months.



**“I am proud to work for a company that supports community contributions. Through my involvement with the United Way, I learned how vital the campaign’s services and programs are to charities across Canada. I enjoyed the interaction with community leaders, helping others and came away with an enriching experience.”**

– Roland Gallant, Insurance Advisor, belairdirect

Our employees contributed approximately \$600,000 to the United Way, and we enthusiastically matched their donations, bringing our collective giving to the campaign to \$1.2 million in 2010.

Partnering with the United Way across the country is just one way we create lasting change in our communities. In addition to our United Way contributions, we also supported the following events in which our employees actively participated:

- Women in Insurance Cancer Crusade – Canadian Cancer Society
- Big Bike Charity “Fun” Raiser – Heart and Stroke Foundation
- Ride for Diabetes Research – Juvenile Diabetes Research Foundation
- National Denim Day – The Cure Foundation
- Défi Climat 2010 Challenge – Défi Climat



Our employees volunteered their time to raise awareness for the JDRF Ride for Diabetes Research. Left to right: Matthew Howard, Rita De Andrade, Catherine Smola, Sudha Menon and Anna Fiorini.



**“My association with the United Way allowed me to experience a range of emotions from sad and sobering to encouraging and exhilarating. I was part of a dynamic team that was focused on fundraising to help satisfy the needs of those less fortunate. Throughout the various meetings, public events and auctions, people invariably asked me who I worked for – I was proud to tell them I worked for Intact. Our company’s leadership and commitment in helping to strengthen our communities is something I am proud of.”**

– Dan Villeneuve, IT Technical Specialist, Intact

In the community (continued)



We offer community and volunteer matching gift programs which help to support employee giving to charitable organizations up to \$1,000 per employee. In 2010, we complemented these programs with the introduction of Team Volunteer Day to recognize the passion, time and devotion that our employees give and provide them with an opportunity to volunteer in teams. With 60 events in just two months, the program was welcomed with resounding support. Our employees chose to volunteer with charities such as Meals on Wheels, FoodShare, Société Saint-Vincent de Paul and the Daily Bread Food Bank. In total, our employees volunteered over 4,600 hours of their personal time in 2010 and increased their employee-matched personal contributions by 122 per cent from 2009 to 2010.



Joanne Gallant and Renée Verville, members of our claims team, are all smiles as they unload, pack and deliver tangerines at Société Saint-Vincent de Paul.



Members of belairdirect's training and quality team exercise their muscles by sorting and packaging over 5,000 lbs of food and consumer products at the Daily Bread Food Bank. Left to right: Jenna Ascano, Lucyna Howard and Lisa Purves.

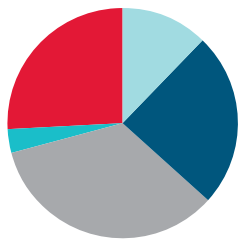


Priyah Sundarampillai, Cory Galloway and Steve German from our IT team roll up their sleeves in the kitchen to support homeless adults.



Donations by region

(including employee match)



|              |                    |
|--------------|--------------------|
| National     | 694,622            |
| Atlantic     | 85,430             |
| Ontario      | 918,887            |
| Quebec       | 661,183            |
| West         | 331,529            |
| <b>Total</b> | <b>\$2,691,650</b> |



Members of our finance team pack perishable goods at FoodShare, an organization that takes a multifaceted, innovative and long-term approach to hunger and food issues. Left to right: Tessie Lee, Sanjeev Sehgal, Sadru Kanji, Bruce Turner and Carmella Maiato.





## Sponsorships

Through our sports sponsorships, we support athletes, including young and aspiring champions, to promote healthy lifestyles among Canadians. We have been a longstanding National Speed Skating Team sponsor and have been helping local speed skating clubs develop the next generation of Olympians. Similar to speed skaters, we share similar strengths – excellence, discipline and outperformance.



**“The Toronto club and other speed skating clubs in communities across Canada value Intact’s contribution to the sport. The Toronto club will use Intact’s Podium Tracker grant to build programs that are focused on developing our fast growing group of intermediate and advanced skaters. Our club has also benefited greatly from Intact’s support when we hosted the inaugural Canada East Short Track Championships in March 2011.”**

**– Desmond Preudhomme, President of the Toronto Speed Skating Club**

2010 was an exciting year for the National Speed Skating Team as they took home 10 medals at the Vancouver Olympic Winter Games. To advance the next generation of athletes, we introduced the Podium Tracker contest where we gave \$1,000 in prizes to a local speed skating club when a National Speed Skating Team member takes home gold, silver or bronze at an individual World Cup race. Last season, we contributed \$57,000 as a result of our national team successes. As a recipient of a \$1,000 Podium Tracker prize, clubs can buy much-needed equipment, augment programs or apply the money directly to ice costs. These financial prizes can help develop young athletes to achieve their potential – perhaps all the way to the national level.



François Hamelin, Canadian Short Track Speed Skater and 2010 Olympic Gold Medalist.



**“With their commitment to converting podiums into cash for clubs, Intact helps our volunteers meet the cost of running kids’ programs. With their support we’re able to spend more time coaching and less time chasing resources. As an added benefit, Intact connects our club skaters with tremendous National Team role models.”**

**– David Gilday, Yellowknife Speed Skating Coach**

Our commitment to sports-related sponsorships extends beyond speed skating. Intact Insurance is the title sponsor for Intact Canadian Derby Edmonton Marathon, while GP Car and Home has sponsored the Grand Slam of Curling series since 2008. Our employees and brokers are proud to be involved with one of the premier running events in Western Canada – both as runners and as volunteers. GP Car and Home is the title sponsor of two of the events in the curling series – the GP Car and Home World Cup of Curling and the GP Car and Home Players’ Championship. To support local curling clubs, we donated tickets to professional curling events in their vicinity.

| Rank | Prize             | Prize Money |
|------|-------------------|-------------|
| 1    | Christina Neuhart | \$ 5,000    |
| 2    | Melanie St-Gelais | \$ 3,750    |
| 3    | Mathieu Rivest    | \$ 4,000    |

**World Cup Podium Tracker**  
PROUDLY SPONSORED BY INTACT INSURANCE

**INTACT INSURANCE - SPEED SKATING PODIUM TRACKER PROGRAM**

When Canadian skaters win, Clubs Win! Canada's Speed Skating Team is not only skating for our country this season, but they are also looking for clubs across the country. Every time a member of Canada's long or short track speed skating team steps onto the podium in an individual World Cup race, Intact Insurance will donate \$1,000 in cash and prizes to a local speed skating club.

**PROUDLY SPONSORED BY**  
**Intact INSURANCE**

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# Our employees

At Intact, we offer our employees more than just a job. We reward our employees with growth opportunities and recognition for their continuous contribution to our achievements. We know that growth opportunities are key to achieving their current and future career goals and full potential.



“Our employees are the driving force behind our success story. It’s their commitment and dedication that make our company what it is and who we are. Our people are truly unparalleled and we have a role to play when it comes to helping them achieve their career goals – whether it’s investing in education, identifying career opportunities or offering flexible work arrangements.”

– Susan Black, Chief Human Resources Officer

That’s why we invest in our people by offering time and financial support for their professional and personal development. At Intact, we understand that our advantage begins with our people and recognize that our talent is central to our continued success.

Our success could not be possible without the engagement of our employees. We are pleased that our employee engagement scores improved once again in 2010, increasing four percentage points during the year. The strong connection that our employees have with us is at the heart of this improvement and why we’re making progress towards becoming one of Canada’s top employers.

### Number of employees

|              | Full-time    | Part-time  | Total        |
|--------------|--------------|------------|--------------|
| Alberta      | 1,277        | 79         | 1,356        |
| BC           | 247          | 8          | 255          |
| Manitoba     | 47           | 5          | 52           |
| NB           | 32           | –          | 32           |
| NS           | 220          | 12         | 232          |
| Ontario      | 3,113        | 115        | 3,228        |
| Quebec       | 2,237        | 421        | 2,658        |
| <b>Total</b> | <b>7,173</b> | <b>640</b> | <b>7,813</b> |

## Diversity

Our culture is diverse, inclusive and equitable and we are governed by our diversity vision.



### Diversity vision

At Intact we behave with integrity and respect each other. All of us are valued for who we are and for what makes each of us unique. We are all encouraged to contribute to our full potential. In our drive for excellence our diversity provides us with different perspectives and ideas to better understand and serve our customers and brokers. It also allows us to attract and retain a top quality team that creates sustainability, profitability, growth and a competitive advantage.



**“I am pleased to live in a country which emphasizes cultural diversity, tolerance of difference and receptiveness of foreign influence. At Intact Insurance, diversity is emphasized – even in our small world of Commercial Lines. I really think we live our diversity vision.”**

**– Deb Banerjee, Underwriter, Commercial Insurance with Intact Insurance**

To put our diversity vision into action, we are committed to sponsoring employee networks which currently focus on women, personal and professional cultures and health and wellness. Our networks support an inclusive environment and help employees develop their full potential.



# Our economic contribution

## Debt financing

Given the nature of our activities, Intact does not offer debt financing to business or consumers. However, as part of its strategy in support of the development and growth of its distribution network, Intact Insurance provides brokerages with technology, marketing, sales and financial support. In 2010, Intact Insurance made 50 new loans amounting to \$55 million.

## Taxes paid or payable

Beyond the charitable contribution outlined earlier, Intact Financial Corporation and its subsidiaries paid taxes to various levels of government in Canada in 2010.

### Taxes payable for the year ended December 31, 2010

| (\$000 CAD)             | Income Taxes | Capital Taxes | Premium and Fire Taxes | Total Taxes 2010 |
|-------------------------|--------------|---------------|------------------------|------------------|
| <b>Total Federal</b>    | 78,954       | –             | –                      | <b>78,954</b>    |
| Newfoundland            | 15           | –             | 47                     | 61               |
| Prince Edward Island    | 125          | –             | 333                    | 459              |
| Nova Scotia             | 2,178        | 170           | 6,196                  | 8,543            |
| New Brunswick           | 452          | –             | 1,501                  | 1,953            |
| Quebec                  | 12,408       | 952           | 37,168                 | 50,528           |
| Ontario                 | 24,510       | 217           | 64,790                 | 89,517           |
| Manitoba                | 614          | –             | 2,329                  | 2,943            |
| Saskatchewan            | 25           | –             | 107                    | 132              |
| Alberta                 | 7,931        | –             | 24,408                 | 32,338           |
| British Columbia        | 2,126        | –             | 9,842                  | 11,969           |
| Yukon                   | 43           | –             | 84                     | 127              |
| Northwest Territories   | 81           | –             | 268                    | 348              |
| Nunavut                 | 9            | –             | 28                     | 37               |
| <b>Total Provincial</b> | 50,516       | 1,339         | 147,100                | <b>198,956</b>   |
| <b>Total</b>            | 129,471      | 1,339         | 147,100                | <b>277,910</b>   |



# Living our values

## We behave with integrity

We demonstrate the highest ethical standards of personal conduct. We behave with honesty, integrity, openness and fairness when dealing with each other, customers, partners and governments.

## We respect each other

We value the diversity of our people and their dreams. We foster an environment conducive to personal growth, development and new opportunities. We recognize and value the contribution that each of us and our teams are making to our success.

## We are customer driven

We listen to customers, understand their needs, offer the best solutions and deliver on our promises. We make it easy for customers to deal with us. We go beyond expectations and always deliver an outstanding experience.

## We strive for excellence

We are disciplined in our approaches and our actions, which is why we excel in all aspects of our business. We embrace change and the opportunities it creates, encourage innovative thinking and always seek to improve. We value and reward high performance and success. We provide high value to our shareholders.

## We are socially responsible

We respect the environment and its finite resources. We believe in making the communities where we live and work safer, healthier and happier. We encourage the involvement and citizenship of all our employees.

## Forward-looking statements

Intact believes that it has a reasonable basis for the forward-looking information and intentions in this 2010 Public Accountability Statement, such information and intentions are subject to a number of risks, uncertainties and assumptions that may cause actual events, conditions or results to differ materially from those contemplated by the forward-looking information and stated intentions.

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### **On the cover**

Canadian speed skater Charles Hamelin has been a member of the National Short Track Team for seven years, as both an individual skater and a relay team member. During this time Charles has won countless World Cup medals and three Olympic medals; two gold medals in Vancouver in 2010 and a silver medal in Turin in 2006. Excellence, discipline and outperformance – these are strengths that Intact and Charles share.

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