



Charles Brindamour, CEO

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Leader in auto, home and business insurance in Canada

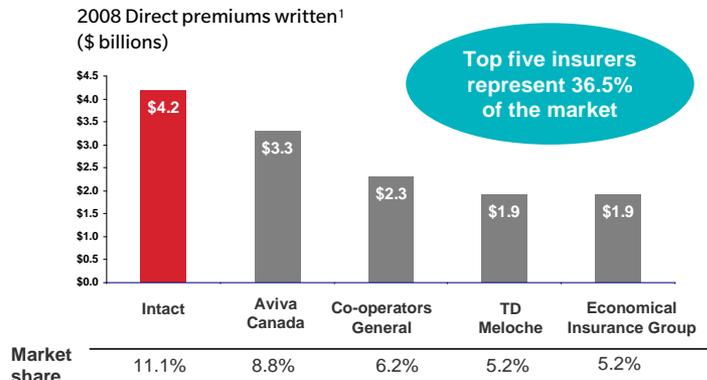
Who we are

- Dominant P&C insurer in Canada
- Over \$4 billion in direct premiums written
- #1 in Ontario, Québec, Alberta, Nova Scotia
- Substantial size and scale advantage
- 11 successful acquisitions in 20 years
- \$7.0 billion cash and invested assets

Distinct brands



Scale advantage



Industry outperformer

10-year performance –
IFC vs. P&C Industry

	IFC Gap
Premium growth	2.8 pts
Combined ratio	3.8 pts
Return on equity	7.8 pts

Consistent industry outperformance



Significant scale advantage



Sophisticated pricing and underwriting



In-house claims expertise



Broker relationships

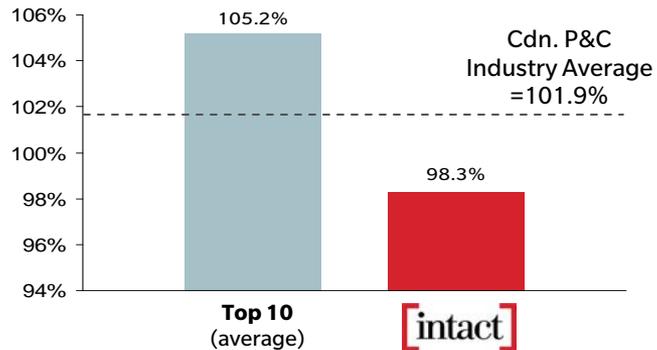


Multi-channel distribution

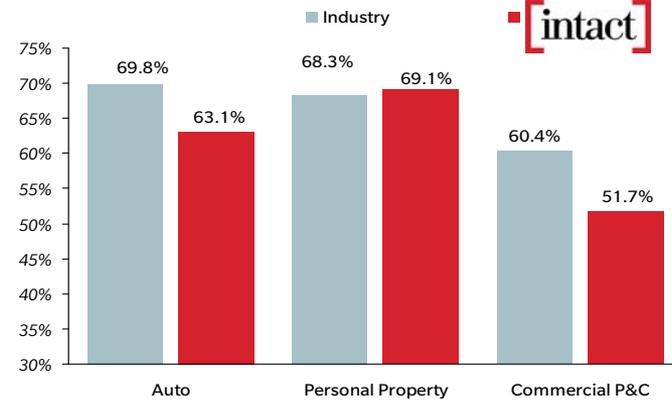


Proven acquisition track record

2008 combined ratios



Five-year average loss ratios



Source: MSA Research 2008

Data in both charts for the year ended December 31, 2008

Industry results exclude Lloyds, ICBC, SAF, SGI, MPI, Genworth and Mutuals in Qc

Includes market yield adjustment (MYA)



Strong organic growth potential through multi-channel distribution

#1 Broker insurance company in Canada



- Network of more than 1,800 brokers in Canada
- Brokers in Canada own the commercial market and maintain large share of personal lines
- Many customers prefer the personalized service and choice offered by a broker or agent

Targeting growing 50+ population

GREY POWER

Where Experience Counts.™

- Operating in ON and AB
- Double-digit growth in 2008
- Web and call centers



In 10 yrs, 25% of the Canadian population will be 50yrs+

1/3 Canadians to buy insurance online¹

belairdirect.

- #1 brand awareness in ON and PQ
- Growing at 10%+ per year
- Operating in ON and PQ
- Leveraging explosive growth of the internet
- Geographic expansion potential



Talk to an agent online
Click to chat

	BEST PRICE	BEST VALUE	BEST COVERAGE	CUSTOM COVERAGE
Best Overall	\$824/yr	\$769/yr	\$1,000/yr	\$850/yr
Best Value	\$824/yr	\$769/yr	\$1,000/yr	\$850/yr
Best Coverage	\$824/yr	\$769/yr	\$1,000/yr	\$850/yr
Custom Coverage	\$824/yr	\$769/yr	\$1,000/yr	\$850/yr

Compare with the competition [Compare here!!](#) or [Compare belairdirect's "Best Price" quote to similar quotes of the competition, without re-entering your information. \(We compare\)](#)

¹ World Insurance Report, Caggenini. 1 in 10 customers say they use the internet to buy insurance, 1 in 3 wants to use it to buy insurance within 3 years

Leveraging scale in distribution



CANADA BROKERLINK INC.

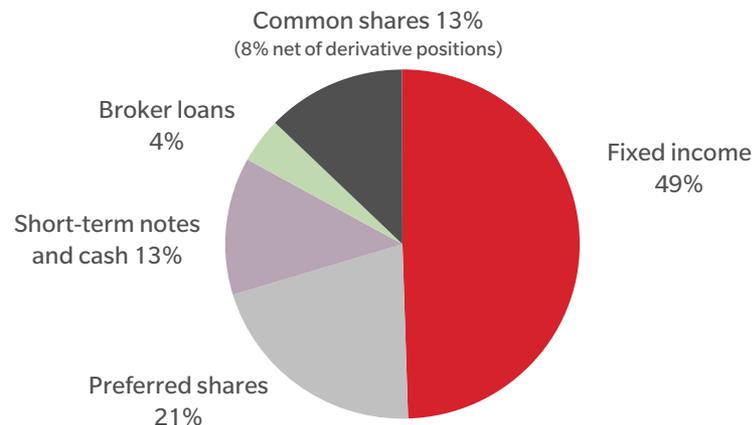
- Proprietary brokers with \$400 million in direct written premiums and approximately 180,000 customers
- More than 50 offices in Ontario and Alberta
- Transforming to leverage scale in sales, marketing and technology

Strong financial position and excess capital

Strong balance sheet

- 211.1% MCT (minimum capital test)
- \$466 million excess capital over MCT of 170%¹
- Additional \$250 million raised through MTN offering in August
- \$150 million unsecured committed credit facility
- Solid financial strength ratings from A.M. Best, Moody's and DBRS
- Adequate claims reserves evidenced by consistent favourable development

\$7.0 billion in cash and invested assets



Acquisition capacity (\$ millions)

Excess capital at June 30, 2009 ¹	\$466
MTN offering in August 2009	\$250
Remaining debt capacity ²	over \$400
Total acquisition capacity	> \$1 billion

Quality investment portfolio

- 98.1% of bonds are rated A or better
- 80.2% of preferred shares are rated P1 or P2
- Minimal US exposure
- No leveraged investments
- Investment income of more than \$145 million in the first half of 2009

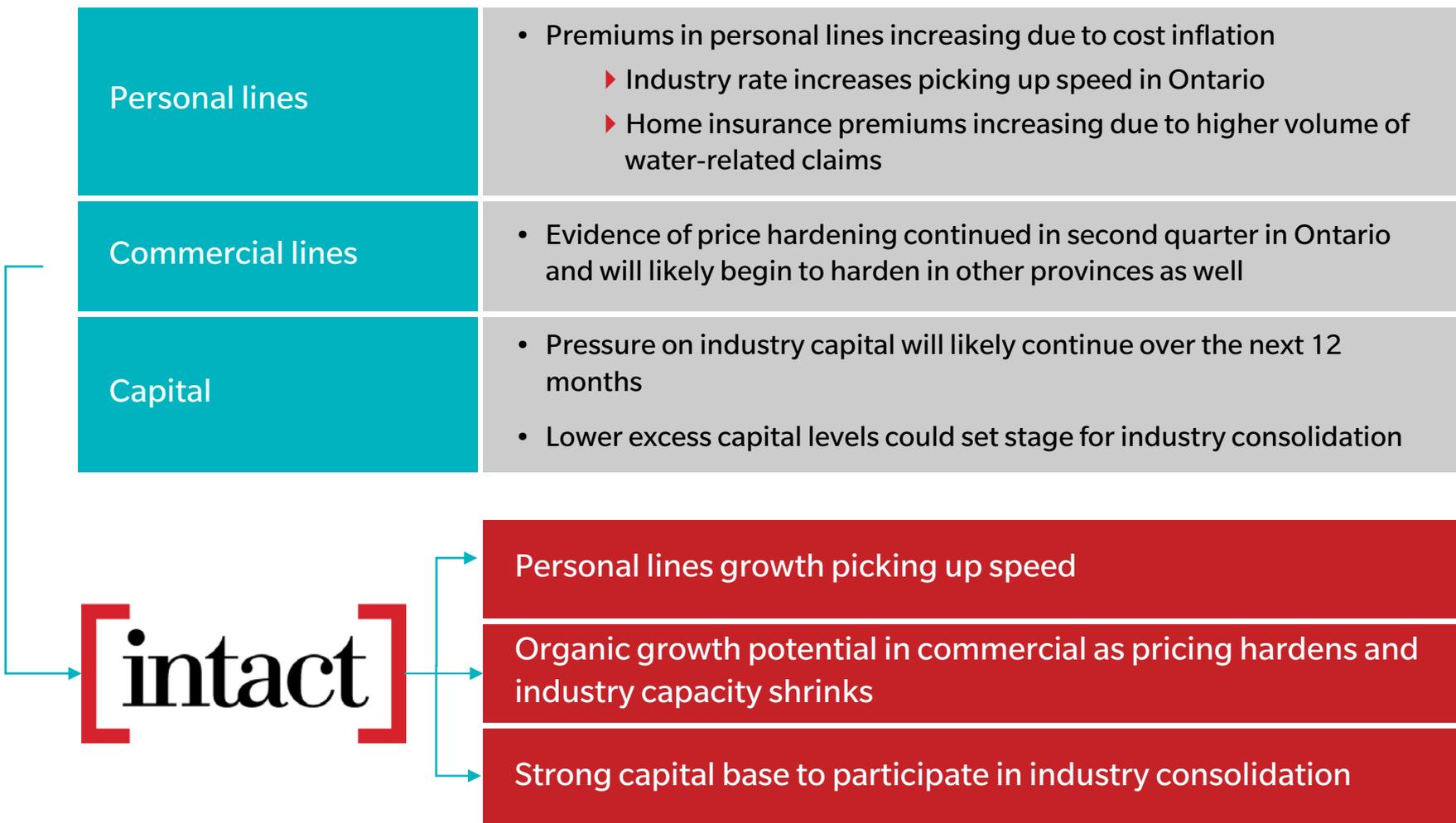
All figures as at June 30, 2009 unless otherwise noted

¹ Excess capital over MCT of 170%

² At 20% debt-to-total capital. Remaining debt capacity at August 30, 2009

12-month outlook:

Industry pricing environment firming up in Canada



Conclusion

Disciplined pricing, underwriting, investment and capital management have positioned us well for the future

- Largest P&C insurance company with substantial scale advantage in the market
- Strong financial position
- Excellent long-term earnings power
- Organic growth platforms easily expandable
- M&A environment more conducive to consolidation
- Well-positioned as industry conditions begin to firm up over the next 12 months

