



An Administered Benefits Agency

Vision Statement

**To become the supplier of choice for
Canadian employee benefit advisors.**

Core Values

**Our highest priority is to provide superior service
to the clients of our advisors.**

**Our underwriting and administrative practices insure we
honor our commitments to our suppliers while
providing flexible and competitive products.**

**Utilizing best practices to ensure security and privacy of our data is
a prerequisite in building the superior technological
support necessary to enhance our relationships
with advisors and suppliers.**

**Our employees must be treated fairly, be given clear
responsibilities, and have the authority
and resources to do their jobs.**

**They must embrace and contribute to a culture of
relentless competence and innovation.**

**We will utilize financial discipline to meet profitability
targets and finance our growth without debt.**