



definity.



2025
PUBLIC
ACCOUNTABILITY
STATEMENT

This public accountability statement relates to Definity Insurance Company and its affiliates, Sonnet Insurance Company, Petline Insurance Company, Finshore Capital Inc., and MHK Insurance Inc. In this document, unless the context requires otherwise, “We” or “Definity” refers to Definity Insurance Company, Sonnet Insurance Company and Petline Insurance Company collectively. This public accountability statement pertains to our most recent fiscal year (January 1, 2025 to December 31, 2025) and fulfills the requirements of the public accountability statement regulations under subsection 489.1(1) of the *Insurance Companies Act* (Canada) and the *Public Accountability Statements (Insurance Companies and Trust and Loan Companies) Regulations*. All dollar amounts are expressed in Canadian currency. Figures have been rounded for presentation. For further information about these companies, please visit definity.com. Comments or questions regarding this document may be directed to our Sustainability group at sustainability@definity.com.



COMMUNITY INVESTMENT AND SOCIAL IMPACT

Definity is focused on building a better world by helping our clients and communities adapt and thrive.

We invest in organizations that support our sustainability objectives and our Inclusion, Diversity, Equity, and Accessibility goals, ensuring our investments in communities align with our values and purpose.

In 2025, we prioritized corporate donations to help build climate-ready communities through adaptation and resilience, and to help drive more equitable outcomes in society. In 2025, Definity made \$5,303,800.55 in charitable donations¹, including \$250,000 to the Definity Insurance Foundation, and our employees volunteered 5,000 hours.



2025 Highlights

\$5,303,800.55
in charitable donations

5,000
hours volunteered

¹ Totals include community investments and donations from all Definity operating brands, including Definity Financial Corporation. Donations include those made directly to registered charities, including donations to the Definity Insurance Foundation (a registered charity), donations to universities, employee matching, and other donations recorded in the general ledger accounts for corporate charitable giving.

Community Investment and Social Impact

Charitable Giving

Definity’s community investment and social impact strategy is grounded in collaboration, trust, and measurable outcomes. We focus our support where social impact and business priorities intersect — particularly climate adaptation, more equitable participation in the economy, and reconciliation with Indigenous Peoples.

We strive to practice trust-based philanthropy, providing partners with flexible funding and long-term support so they can focus on what they do best. Rather than prescribing solutions, we listen closely to community organizations, align around shared or complementary goals, and work alongside them to amplify impact. Many partnerships emphasize capacity building, helping organizations strengthen governance, scale programs, and sustain results over time.

Our employees play an important role in this work. Through volunteerism, skills-based contributions, and employee-directed giving, our people bring Definity’s purpose to life in their communities. Partnering with our broker network is embedded in this approach — by aligning community investment with our shared purpose, we extend our reach, deepen local impact and reinforce the strength of our broker channel.

In 2025, investments supporting more equitable participation in the Canadian economy totalled \$2.5 million, and funding for climate adaptation and resilience reached nearly \$2.4 million. Over \$1 million of these investments supported Truth and Reconciliation, reinforcing the interconnected nature of social, environmental, and economic outcomes.

In support of our purpose, Definity renewed several long-standing partnerships advancing climate resilience and equitable outcomes across rural and urban Canada. A key example is our renewed three-year commitment to ALUS, a national charity that partners with farmers to deliver nature-based solutions on working agricultural lands. Through this partnership, ALUS delivers outcomes in flood risk mitigation, biodiversity enhancement, water quality improvement, and land stewardship across a network of 41 communities — spanning more than 57,000 acres and engaging over 2,100 farmers.

Strengthening Climate Resilience and Adaptation

Green Communities Canada: Green Communities Canada is a national registered charity that supports grassroots-led climate action through leadership, connection, training, and funding. Definity’s funding helped to establish the Living Cities Canada Fund, enabling community green infrastructure projects across Canada to be developed and scaled. Employees also engaged in volunteer activities, reinforcing our hands-on commitment to sustainability.

Driving More Equitable Participation in the Economy

First Nations Executive Education school, propelled by HEC Montréal provides culturally grounded executive education that equips Indigenous leaders with the skills needed to navigate complex economic and governance environments. Programs are designed and delivered in alignment with First Nations traditions, values, and lived experience, ensuring learning is both culturally rooted and practically relevant.



Definity Insurance Foundation

We also partner with the [Definity Insurance Foundation](#)², providing a minimum annual contribution of \$250,000 in financial support. As a registered Canadian charity, the Foundation operates independently and directs its philanthropic efforts and programs autonomously. We further collaborate by identifying and co-funding causes and organizations that align with common strategic priorities, providing in-kind support, and sharing opportunities and networks.

² Definity Insurance Foundation is not an affiliate of Definity Insurance Company, as defined under the *Insurance Companies Act (Canada)*.

Community Investment and Social Impact

Volunteerism and Engagement

At Definity, employee engagement starts at the top, with leadership setting the tone for a culture of community investment and volunteerism. Senior executives actively champion volunteer initiatives, often incorporating them into team-building activities to inspire participation and build connections. Business units with strong leadership support for volunteerism consistently report higher levels of employee engagement, demonstrating the influence of leadership advocacy.

In 2025, Definity launched the Purpose Champion Ambassador program, embedding community investment ambassadors within key business units. This initiative strengthens cross-team collaboration, increases visibility of volunteer opportunities, and reinforces a sense of belonging and shared purpose.

- **Skills-Based Volunteering:** Employees continued to contribute through skills-based volunteering with organizations such as Public Policy Forum’s Action Canada program, The King’s Trust Canada, Green Communities Canada, Green Learning Foundation, and Windmill Microlending.
- **Matching Program:** Employee-directed giving through the iCare platform continued to generate meaningful support for local causes across Canada. Employees’ personal donations were matched with up to \$500 annually in financial contributions to registered charities, amplifying their impact. Employee-directed donations totalled \$146,000 to charitable organizations, amplified by \$64,000 in corporate matching.
- **Employee-directed giving:** In addition, Definity’s five Employee Groups — the Anti-Racism and Cultural Equity Employee Group, LGBTQ+ Employee Group, Women’s Empowerment Employee Group, Environment and Climate Action Employee Group, and Disability and Accessibility Advocacy Employee Group — each directed a \$20,000 contribution to organizations aligned with their advocacy priorities, further strengthening community impact and reinforcing employees’ ability to support causes that matter most to them.
- **Increased Visibility:** Internal storytelling and recognition programs inspired more employees to engage in volunteer opportunities.



600
employees recorded volunteering through our iCare giving and volunteering platform

5,000
hours volunteered

900
paid employee volunteer days used

ACCESS TO FINANCIAL SERVICES

Definity aspires to provide an equal, quality experience for all customers to enjoy. We take measures to remove barriers, physical and digital, and put several resources and processes in place to achieve this goal. These include:

- Continuing the work of the Disability and Accessibility Advocacy Employee Group who advocate for disability awareness and consult on policy and practices that advance disability inclusion
- Establishing an Inclusion, Diversity, Equity, and Accessibility strategy with a pillar dedicated to ensuring accessible working environments and experiences
- Meeting accessibility requirements when building or making major changes to office spaces
- Developing inclusive policies and processes, including our accessibility plan and accessibility policy, which are updated by the Accessibility Working Group
- Leveraging digital accessibility monitoring tools and making our website content more accessible for everyone, including those with disabilities, impairments, and limitations
- Providing accessibility training to all new employees, along with specialized training for those in customer-facing roles

During the year, Definity also continued to offer insurance products that support the needs of senior citizens and persons with disabilities. Examples include:

- Offering discounts on auto insurance in parts of Canada for eligible retirees
- Allowing permitted accessibility modifications to vehicles we insure, such as adding a wheelchair lift, hand controls, or custom seat systems



WORKFORCE BY REGION

As of December 31, 2025



CONTRIBUTING TO CANADA'S ECONOMY

Insurance is a powerful enabler of countless pursuits in our society and provides crucial underpinning for our economy. Insurance provides security and peace of mind for people to take the risks that are necessary to pursue their ambitions – to buy a home, drive a car, or grow a business. When the unexpected happens, insurance acts as a “financial first responder” to help get things back to normal.



Contributing to Canada's Economy

Taxes Paid

Income and premium and fire taxes paid or payable by our financial group to federal and provincial governments in respect of 2025:

Province/Territory	Income Taxes	Premium and Fire Taxes	Total
Alberta	\$6,618,876	\$24,976,815	\$31,595,691
British Columbia	\$9,645,794	\$25,713,082	\$35,358,876
Manitoba	\$219,049	\$571,332	\$790,381
New Brunswick	\$2,974,194	\$5,071,662	\$8,045,856
Newfoundland and Labrador	\$72,775	\$244,040	\$316,815
Nova Scotia	\$3,050,155	\$7,116,791	\$10,166,946
Northwest Territories	\$23,095	\$71,208	\$94,303
Nunavut	\$14,700	\$47,261	\$61,961
Ontario	\$44,838,501	\$86,753,543	\$131,592,044
Prince Edward Island	\$466,409	\$847,890	\$1,314,299
Quebec	\$4,839,860	\$11,003,179	\$15,843,039
Saskatchewan	\$356,798	\$1,296,684	\$1,653,482
Yukon	\$18,807	\$53,010	\$71,817
Total Provincial/Territorial	\$73,139,013	\$163,766,497	\$236,905,510
Federal	\$97,036,232	–	\$97,036,232
Total	\$170,175,245	\$163,766,497	\$333,941,742

Figures rounded for presentation

Debt Financing

We provide debt financing to Canadian businesses to support their operations, growth, and success. As of December 31, 2025, authorized amounts made available to firms in Canada totalled approximately \$62 million. All authorized amounts in the table below are expressed in thousands of dollars.

Provinces		\$0-\$24,999	\$25,000-\$99,999	\$100,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 to \$4,999,999	\$5,000,000 and greater	Total
Alberta	Authorized Amount	\$0	\$0	\$0	\$0	\$1,261	\$0	\$11,406	\$12,667
	Number of firms	0	0	0	0	739	0	408	1,147
British Columbia	Authorized Amount	\$0	\$0	\$0	\$0	\$741	\$0	\$8,616	\$9,357
	Number of firms	0	0	0	0	819	0	1	820
Manitoba	Authorized Amount	\$0	\$83	\$0	\$0	\$0	\$0	\$0	\$83
	Number of firms	0	68	0	0	0	0	0	68
New Brunswick	Authorized Amount	\$0	\$28	\$0	\$0	\$0	\$0	\$0	\$28
	Number of firms	0	18	0	0	0	0	0	18
Newfoundland and Labrador	Authorized Amount	\$0	\$29	\$0	\$0	\$0	\$0	\$0	\$29
	Number of firms	0	19	0	0	0	0	0	19
Nova Scotia	Authorized Amount	\$0	\$81	\$0	\$0	\$0	\$0	\$0	\$81
	Number of firms	0	73	0	0	0	0	0	73
Ontario	Authorized Amount	\$0	\$0	\$183	\$0	\$0	\$0	\$39,538	\$39,721
	Number of firms	0	0	1	0	0	0	2,598	2,599
Prince Edward Island	Authorized Amount	\$17	\$0	\$0	\$0	\$0	\$0	\$0	\$17
	Number of firms	15	0	0	0	0	0	0	15
Saskatchewan	Authorized Amount	\$0	\$48	\$0	\$0	\$0	\$0	\$0	\$48
	Number of firms	0	45	0	0	0	0	0	45
Total	Authorized amount	\$17	\$269	\$183	\$0	\$2,002	\$0	\$59,560	\$62,031
	Number of firms	15	223	1	0	1,558	0	3,007	4,804

Figures rounded for presentation

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