

definity.



INVESTOR PRESENTATION

September 2022



ADVISORY REGARDING FORWARD-LOOKING INFORMATION

This presentation contains “forward-looking information” within the meaning of applicable securities laws in Canada. Forward-looking information may relate to our future business, financial outlook and anticipated events or results and may include information regarding our financial position, business strategy, growth strategies, addressable markets, budgets, operations, financial results, taxes, dividend policy, plans and objectives. Particularly, information regarding our expectations of future results, performance, achievements, prospects or opportunities or the markets in which we operate is forward-looking information. In some cases, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “targets”, “expects” or “does not expect”, “is expected”, “an opportunity exists”, “budget”, “scheduled”, “estimates”, “forecasts”, “projection”, “prospects”, “strategy”, “intends”, “anticipates”, “does not anticipate”, “believes”, or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “would”, “might”, “will”, “will be taken”, “occur” or “be achieved”. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding possible future events or circumstances.

Forward-looking information in this presentation is based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Forward-looking information is necessarily based on a number of opinions, estimates and assumptions that we considered appropriate and reasonable as at the date such statements are made, and are subject to many factors that could cause our actual results, performance or achievements, or other future events or developments, to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the following factors:

- Definity’s ability to appropriately price its insurance products to produce an acceptable return;
- Definity’s ability to accurately assess the risks associated with the insurance policies that it writes;
- Definity’s ability to assess and pay claims in accordance with its insurance policies;
- litigation and regulatory actions, including potential claims in relation to demutualization and our IPO, and COVID-19-related class-action lawsuits that have arisen and which may arise, together with associated legal costs;
- Definity’s ability to obtain adequate reinsurance coverage to transfer risk;
- Definity’s ability to accurately predict future claims frequency or severity, including the frequency and severity of weather-related events and the impact of climate change;
- Definity’s ability to address inflationary cost pressures through pricing, supply chain, or cost management actions;
- the occurrence of unpredictable catastrophe events;
- unfavourable capital market developments, interest rate movements, changes to dividend policies or other factors which may affect our investments or the market price of our common shares;
- changes associated with the transition to a low-carbon economy, including reputational and business implications from stakeholders’ views of our climate change approach or that of our industry;
- Definity’s ability to successfully manage credit risk from its counterparties;
- foreign currency fluctuations;
- Definity’s ability to meet payment obligations as they become due;
- Definity’s ability to maintain its financial strength rating or credit rating;
- Definity’s dependence on key employees;
- Definity’s ability to attract, develop, motivate, and retain an appropriate number of employees with the necessary skills, capabilities, and knowledge;
- Definity’s ability to appropriately manage and protect the collection and storage of information;
- Definity’s reliance on information technology systems, internet, network, data centre, voice or data communications services and the potential disruption or failure of those systems or services, including as a result of cyber security risk;
- failure of key service providers or vendors to provide services or supplies as expected, or comply with contractual or business terms;
- Definity’s ability to obtain, maintain and protect its intellectual property rights and proprietary information or prevent third parties from making unauthorized use of our technology;
- compliance with and changes in legislation or its interpretation or application, or supervisory expectations or requirements, including changes in effective income tax rates, risk-based capital guidelines, and accounting standards;
- failure to design, implement and maintain effective control over financial reporting which could have a material adverse effect on our business;
- deceptive or illegal acts undertaken by an employee or a third party, including fraud in the course of underwriting insurance or settling insurance claims;
- Definity’s ability to respond to events impacting its ability to conduct business as normal;
- Definity’s ability to implement its strategy or operate its business as management currently expects;
- the impact of public-health crises, such as pandemics or other health risk events including the COVID-19 pandemic and their associated operational, economic, legislative and regulatory impacts, including impacts on Definity’s ability to maintain operations and provide services to customers and on the expectations of governmental or regulatory authorities concerning the provision of customer relief;
- general economic, financial, and political conditions, particularly those in Canada;
- the competitive market environment and cyclical nature of the P&C insurance industry;
- the introduction of disruptive innovation;
- distribution channel risk, including Definity’s reliance on independent brokers to sell its products;
- Definity’s dividend payments being subject to the discretion of the Board and dependent on a variety of factors and conditions existing from time to time;
- there can be no assurance that Definity’s normal course issuer bid will be maintained, unchanged and/or completed;
- Definity’s dependence on the results of operations of its subsidiaries and the ability of the subsidiaries to pay dividends;
- Definity’s ability to manage and access capital and liquidity effectively;
- Definity’s ability to successfully identify, complete, integrate and realize the benefits of acquisitions or manage the associated risks;
- periodic negative publicity regarding the insurance industry or Definity; and
- the completion and timing of Definity continuing under the *Canada Business Corporations Act* (“CBCA”).

If any of these risks or uncertainties materialize, or if the opinions, estimates or assumptions underlying the forward-looking information prove incorrect, actual results or future events might vary materially from those anticipated in the forward-looking information. The opinions, estimates or assumptions referred to above and described in greater detail in Section 11 – “Risk Management and Corporate Governance” of our MD&A for the year ended December 31, 2021 should be considered carefully by readers.

Although we have attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, the factors above are not intended to represent a complete list and there may be other factors not currently known to us or that we currently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. There can be no assurance that such forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information, which speaks only as at the date made. The forward-looking information contained in this presentation represents our expectations as at the date of this presentation (or as the date they are otherwise stated to be made) and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws in Canada.

All of the forward-looking information contained in this presentation is expressly qualified by the foregoing cautionary statements.



COMPANY OVERVIEW

definity.

DEFINITY IS A LEADING CANADIAN P&C INSURER

We are a personal and commercial P&C insurer offering auto, property, liability, pet insurance, and specialty insurance solutions through multiple distribution channels



150 Years of Operations in Canada



6th Largest P&C Insurance Carrier in Canada⁽¹⁾



Deeply Engaged Team

~3,100 employees in 12 regional offices and a national network of over ~600 independent brokerage firms



Passion for Innovation

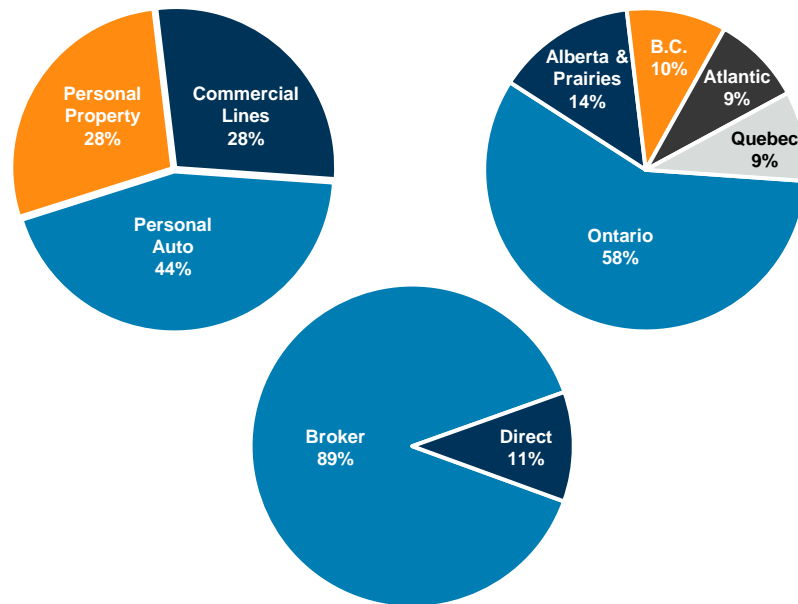
Demonstrated by Award-winning Digital Platforms



Profitable Growth

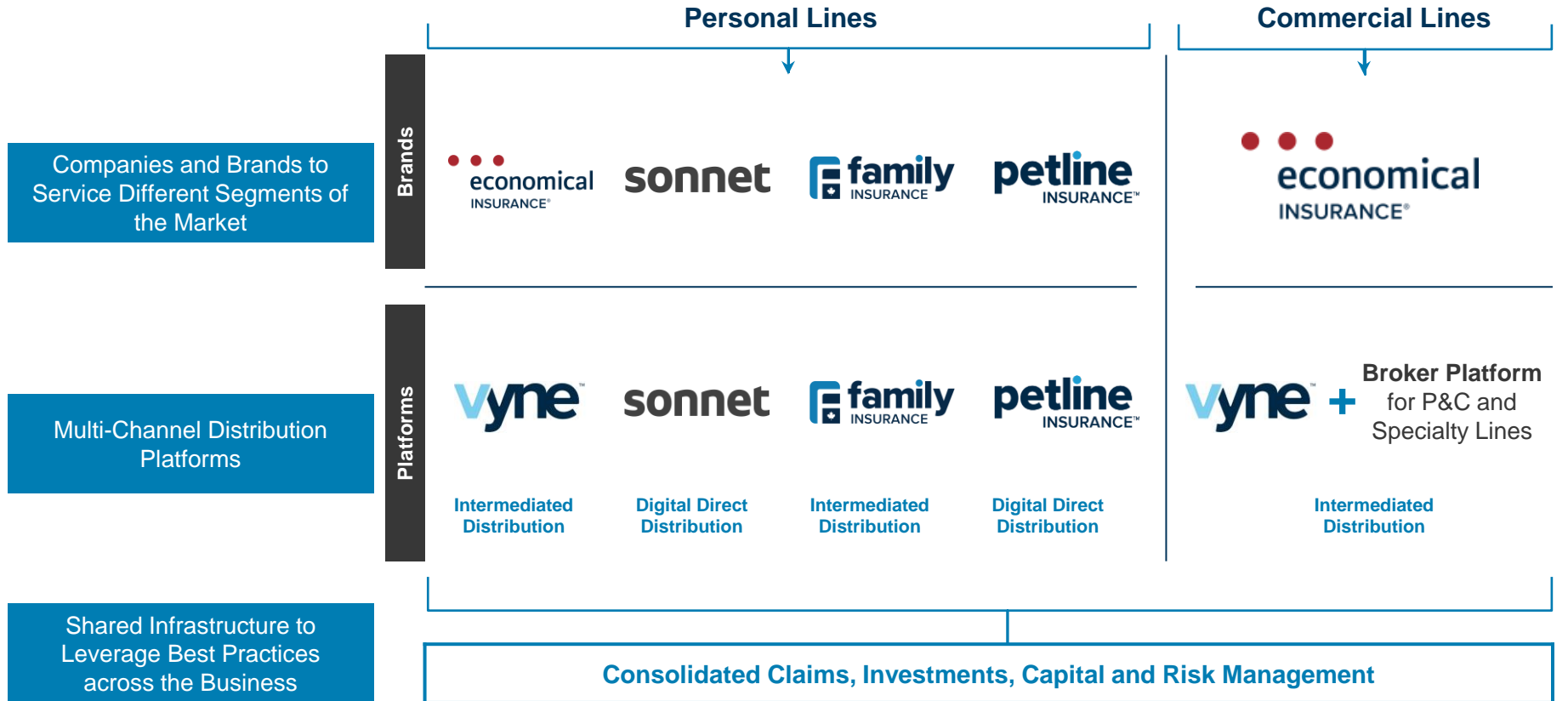
GWP CAGR of 10% and Underwriting Income Improvement of ~\$460M in 2018-2021

\$3.2B IN ANNUAL GROSS WRITTEN PREMIUMS⁽¹⁾



1. For the year ended December 31, 2021. We define gross written premiums ("GWP") as the total premiums from the sale of insurance during a specified period.

DIVERSIFIED OPERATING MODEL





COMPANY HIGHLIGHTS

definity.

COMPANY HIGHLIGHTS

Leading Canadian P&C Insurer in a Large and Growing Market

Superior Customer and Broker Experience

Highly Scalable Digital Platforms

Reinvigorated Commercial Insurance Capabilities

Sophisticated Pricing Methodologies and Disciplined Underwriting Underpin Profitability

Significant Financial Flexibility to Support Value Creation

Seasoned Management Team and Dynamic Corporate Culture

POSITIONED TO SUCCESSFULLY NAVIGATE INDUSTRY LANDSCAPE

KEY GLOBAL P&C DRIVERS



Primacy of Customer Experience



Increasing Digitization



Value Creation via Data and Analytics



Increasing Importance of Sustainability



definity.

- **6th Largest** P&C Insurer in Canada⁽¹⁾
- **4th Largest** Carrier in Broker Channel in Canada
- **Largest** Fully Digital Direct-to-Consumer P&C Insurance Business in Canada⁽²⁾
- **Advanced** Data Analytics Capabilities
- **Well-diversified** Business Mix, with Platforms and Capabilities in a Broad Range of Lines



KEY CANADA P&C DRIVERS



Scale and Diversification



Broker Channel Remains Highly Relevant



Federal / Provincial Regulatory Complexity



Management of Climate and Catastrophe Risks

1. For the year ended December 31, 2021.

2. Based on market share by DWP for the twelve months ended December 31, 2021. Includes only insurance carriers that require all customers to bind online.

OUR STRATEGY

OUR PURPOSE

Building a better world by helping our clients and communities adapt and thrive

OUR AMBITION

To be one of Canada's leading and most innovative P&C insurers

OUR PROMISE

Making insurance better

STRATEGIC OBJECTIVES

Become one of the five largest P&C insurers in Canada

Maintain our digital leadership

Consistently deliver disciplined financial management

Position Definity as a purpose-driven sustainability leader

KEY FOCUS AREAS

- Capitalize on the expanding digital direct insurance market with Sonnet
- Leverage Vyne to increase our share of the broker channel
- Grow and diversify our Commercial Insurance business
- Deliver a superior claims experience that supports and satisfies customers
- Grow and diversify through acquisitions and partnerships
- Attract and retain top talent
- Maintain our pace of innovation
- Deliver on our Inclusion, Diversity, Equity and Accessibility (IDEA) targets, climate goals, and other ESG priorities

SONNET IS CANADA'S LEADING FULLY DIGITAL DIRECT P&C INSURANCE PLATFORM⁽¹⁾

Digital-Direct P&C Insurance Platforms Are Gaining Momentum	<ul style="list-style-type: none"> • Canadian consumers are increasingly embracing digital solutions in financial services • We believe that there is significant opportunity for digitally-enabled direct distribution offerings to gain market share 	52%⁽²⁾ Canadians open to buying insurance online
Industry Leader	<ul style="list-style-type: none"> • First fully digital P&C insurance platform widely available in Canada • Offering includes auto, home, condo, tenant, landlord, and pet insurance, and Sonnet Connect • Award-winning customer service and customer-centric products and pricing 	>\$315M Sonnet GWP Q2-2022 TTM ⁽³⁾
Agile, Data-Driven Operating Model	<ul style="list-style-type: none"> • Operating model integrating machine learning, artificial intelligence, data analytics and data management capabilities, as well as real-time fraud detection and deflection • Efficient customer acquisition 	~58⁽⁴⁾ Average NPS (>50 considered excellent)
Highly Scalable	<ul style="list-style-type: none"> • Custom designed technology infrastructure built to support significant growth • Acquisition costs are expected to decrease as scale and retention increase 	Nearly 45% Decrease in customer acquisition costs from 2017-2021
Significant Opportunity to Scale Business	<ul style="list-style-type: none"> • Sonnet significantly expands our addressable market • Differentiated operating model enables us to more profitably access the large group and affinity segment 	42% Sonnet GWP CAGR from 2017-2021

1. Based on market share by DWP for the twelve months ended December 31, 2021. Includes only insurance carriers that require all customers to bind online.

2. Source: IMI International – Sonnet Category, Brand, and product Insights Research, November 2020.

3. Trailing twelve months.

4. For the year ended December 31, 2021.

SUPERIOR CUSTOMER AND BROKER EXPERIENCE

Our Digital Platforms, Sonnet and Vyne, enable our customers and brokers to access competitively priced insurance in a fast, easy to use manner

sonnet.
INSURANCE

- ✓ Purchase insurance in as little as 5 minutes
- ✓ Easy-to-understand language and available support
- ✓ Fully digital
- ✓ Real-time customization, processing and underwriting
- ✓ Automated underwriting and advanced data analytics used to deliver personalized pricing



vyne
GROW WITH
CONFIDENCE

- ✓ Quickly obtain and process bindable quotes
- ✓ Integration with all major BMS⁽¹⁾ and quoting vendors
- ✓ Uses the technology and learnings of Sonnet
- ✓ Real-time customization, processing and underwriting
- ✓ Automated underwriting and advanced data analytics used to deliver personalized pricing

1. Broker management systems.

RECOGNIZED BY CUSTOMERS AND INDUSTRY

CUSTOMER AND BROKER RECOGNITION



~58⁽¹⁾

Sonnet average Net Promoter Score
(>50 is considered excellent)

sonnet
INSURANCE

"To be able to do everything online is a huge benefit and I will recommend Sonnet to everyone."

- Sonnet customer

"It's nice to see an insurance company support the broker channel and simplify business for our consumers."

- Economical Broker

INDUSTRY / EXPERT RECOGNITION

Insurance Nexus

*Canadian Insurance
Carrier of the Year
Award
(2018)*

vyne

GUIDEWIRE

*Innovation Award
(2018)*

vyne

THE STEVIE AWARDS
The World's Premier Business Award Competitions

*Innovation in
Customer Service
(2017)*

sonnet
INSURANCE

 Insurance-Canada

ICTA

*People's Choice
Tech Award
(2017)*

sonnet
INSURANCE

GUIDEWIRE

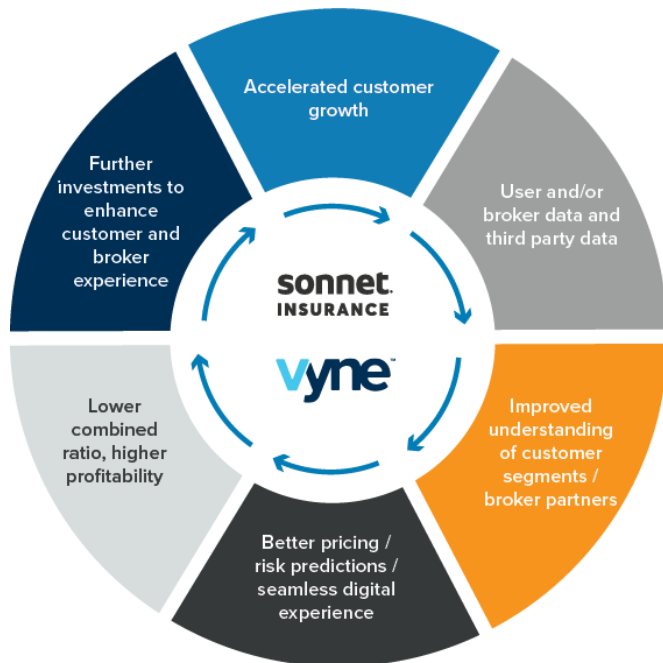
*Innovation Award
(2016)*

sonnet
INSURANCE

1. For the year ended December 31, 2021.

HIGHLY-SCALABLE DIGITAL PLATFORMS

AUTOMATED UNDERWRITING DATA FLYWHEEL



IMPACT EVERY ASPECT OF THE VALUE CHAIN

We believe that our sophisticated Digital Platforms **enable rapid scaling of our business**

Ability to **directly drive new business** from over 28,000 individual brokers and thousands of customers who engage with us directly **while reducing variable costs**

Ability to **respond to market conditions with greater speed and agility** drives improvements in our personal lines claims ratio

Automated, data-driven model supports customer acquisition and retention - Sonnet customer acquisition costs have decreased by nearly 45% over the last four years⁽¹⁾

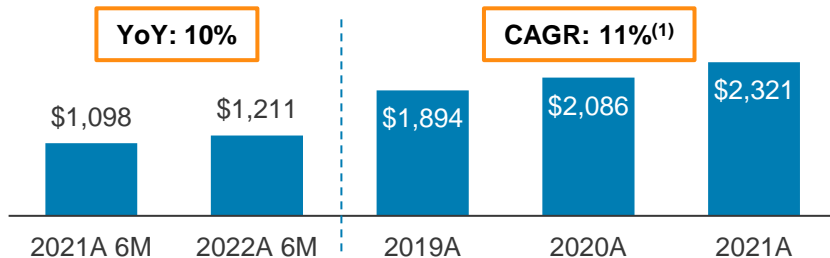
We expect that these platforms will also enable us to **drive synergies in connection with potential future acquisitions**

1. From 2017-2021.

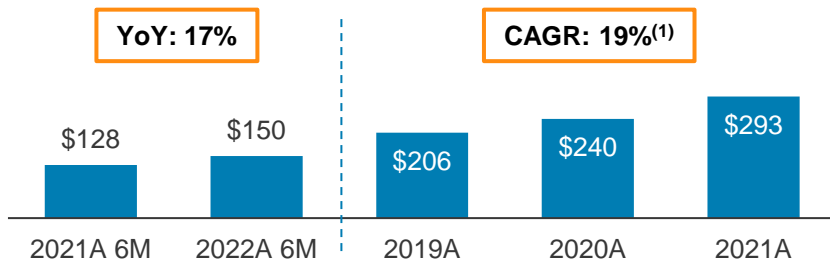
DIGITAL PLATFORMS DRIVING GROWTH & PROFITABILITY

Since 2016, we have launched three digital platforms, Sonnet, Vyne and Vyne Commercial

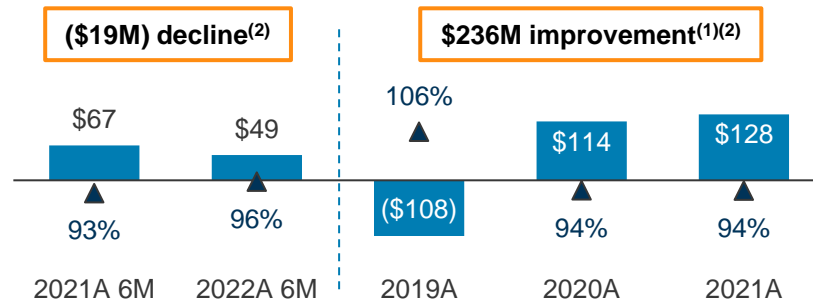
PERSONAL LINES GWP GROWTH



SONNET GWP GROWTH



PERSONAL LINES PROFITABILITY



■ Underwriting Income

▲ Combined Ratio⁽³⁾

- ✓ **19% CAGR** in annual personal property GWP in 2019-2021 since the implementation of **Vyne**
- ✓ **\$236M improvement** in underwriting income from 2019-2021
- ✓ **12-point reduction** in combined ratio⁽³⁾ from 2019-2021

Note: Figures in millions, unless otherwise noted.

1. From 2019-2021.

2. Change in underwriting income.

3. This is a supplementary financial measure, non-GAAP financial measure, or a non-GAAP ratio. Refer to Supplementary Financial Measures and Non-GAAP Financial Measures and Ratios advisory and Section 11 – Supplementary financial measures and non-GAAP financial measures and ratios in the Q2-2022 MD&A for further details.

GROWING AND PROFITABLE COMMERCIAL INSURANCE CAPABILITIES

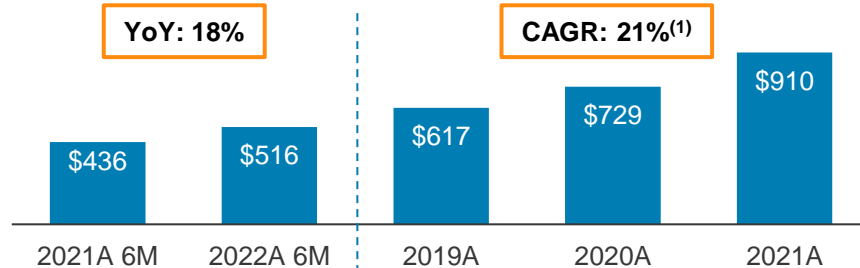
TODAY

- ✓ **Highly experienced team** that has **transformed the business** since 2017 and **continues to add top talent** from across the industry
- ✓ **Small Business, Mid-market** and **Specialty** focus
- ✓ **Strong underwriting, pricing, and risk selection capabilities** supported by **expertise in data management and analytics**

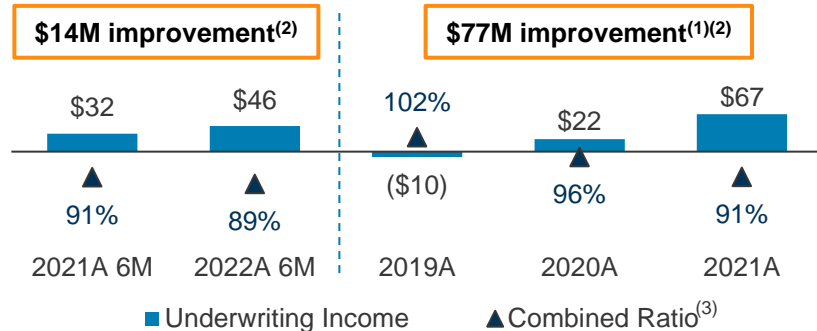
GROWTH AND PROFITABILITY OPPORTUNITY

- ✓ **Digitization** of broader small business product offering with the recent launch of **Vyne Commercial**
- ✓ **Expanded product offering** with particular **focus in specialty and mid-market**
- ✓ **Deepening** our **broker relationships**

COMMERCIAL LINES GWP GROWTH



COMMERCIAL LINES GWP PROFITABILITY



Note: Figures in millions, unless otherwise noted.

1. From 2019-2021.

2. Change in underwriting income.

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POSITIONED FOR EXPANSION ACROSS SEVERAL COMMERCIAL INSURANCE SEGMENTS



SMALL BUSINESS

Target market size: ~\$8B⁽¹⁾

Key growth opportunities:

- Leverage newly introduced digital capability "Vyne Commercial" to drive growth in the broker channel



MID-MARKET

Target market size: ~\$7B⁽¹⁾

Key growth opportunities:

- Deepening broker relationships to drive new business
- Comprehensive product suite and recently introduced cross-border capabilities



SPECIALTY

Target market size: ~\$5B⁽¹⁾

Key growth opportunities:

- Continue to add new products to become a core market for strategic broker partners
- Leverage insights gained from Uber partnership to further enhance digital underwriting capabilities



Uber

1. Based on GWP as of December 31, 2021.

SOPHISTICATED PRICING METHODOLOGIES AND DISCIPLINED UNDERWRITING UNDERPIN SUSTAINABLE PROFITABILITY



AUTOMATED
DIGITAL
INFRASTRUCTURE
PLATFORMS



DATA
MANAGEMENT
EXPERTISE



PREDICTIVE
MODELING
CAPABILITIES



ADVANCED FRAUD
DETECTION

sonnet
INSURANCE

vynne
GROW WITH
CONFIDENCE

**COMMERCIAL
INSURANCE**

CLAIMS

- Sophisticated marketing and customer origination capabilities
- Personalization of user experience based on customer insights
- Real-time fraud detection and deflection
- Predictive modelling evaluates customer profitability & retention
- Granular analytics utilized to assess broker performance
- Daily application of fraud detection tools on new & renewal business
- Access to one of the largest Commercial Insurance datasets in Canada
- Continue to invest in model sophistication
- Analytics supported the repositioning of the CI portfolio to focus on the most profitable segments
- Approximately 30 models used to triage & evaluate claims in real time upon first notification of loss
- Multiple layers of analytics, machine learning, and network analysis tools are subsequently used to mitigate fraud

✓ Our use of advanced analytics is estimated to be at least 2x higher⁽¹⁾ than North American peers
✓ 15-point improvement in claims ratio during the three-year period ending December 31, 2021

1. Willis Towers Watson, "Advanced analytics: Are insurers living the dream? 2019/2020 P&C Insurance Advanced Analytics Survey Report (North America)". We used advanced analytics to support 43% of the identified claims use cases as of 2019 and 86% of the identified claims use cases as of 2020, vs. 19% for the broader industry as of 2019 (no data available for 2020).

SEASONED MANAGEMENT TEAM

Since joining in 2016, Rowan has led a successful transformation of the business



Rowan Saunders
President &
CEO

*30+ years of P&C
insurance industry
experience*



Philip Mather
EVP & CFO



Paul MacDonald
EVP, Personal
Insurance



Fabian Richenberger
EVP, Commercial
Insurance



Liam McFarlane
SVP & Chief Risk and
Actuarial Officer



Brigid Pelino
SVP & Chief Human
Resources Officer



Tom Reikman
SVP & Chief
Distribution Officer



Roger Dunbar
SVP, Sonnet



Hans Reidl
SVP, Claims



Innes Dey
SVP, Legal and
Strategy



Tatjana Lalkovic
SVP & Chief
Information Officer

- ✓ Definity continues to attract top talent from across the industry
- ✓ New hires since 2017 represent ~50% of the top-100 senior leaders in the company
- ✓ Senior leadership team has an average of more than 15 years of P&C insurance industry experience

- Denotes new members of the executive leadership team since 2017

DYNAMIC CORPORATE CULTURE

CULTURE UNDERPINS HIGH PERFORMANCE



DEEPLY ENGAGED TEAM

Focused on developing **top talent** to execute our strategic objectives

Committed to **diversity and inclusion** and actively promote it across the organization

Deep and longstanding connection to our broker partners

ESG considerations are key inputs to our corporate strategy

\$100M of demutualization benefits was allocated to a new **charitable foundation** that will augment our community support and for an initial five year period will be supported by donations of **1% of Definity Insurance's net profit before tax each year**⁽¹⁾

1. Subject to a minimum annual donation of \$250,000.

ESG HIGHLIGHTS

Our purpose: Building a better world by helping our clients and communities adapt and thrive.

ENVIRONMENT

- Target: Achieve **net zero emissions from operations and investments⁽¹⁾ by 2040** or sooner, including interim targets
- Committed to **Science Based Targets** initiative
- **\$4.6M+ invested in energy efficiency** retrofits since 2019
- **-17% Scope 1 & 2 GHG emissions** from 2020 levels;
-31% from 2019 levels

SOCIAL

- **\$100 million** in demutualization benefits allocated to **Definity Insurance Foundation**; 1% of Definity Insurance's pre-tax net profit to be donated annually⁽²⁾
- Target: At least **30% women, 15% equity-deserving** (BIPOC, LGBTQ+, with [dis]abilities) in **VP+ roles by 2026**
- **89%** of employees surveyed believe that Definity is "**accepting of diverse backgrounds and thinking**"⁽³⁾

GOVERNANCE

- ESG direction **overseen by the Board** and relevant committees
- Executive **ESG Steering Committee** chaired by SVP, Legal & Strategy to oversee strategy and execution
- Reporting aligned to the **Task Force on Climate-related Financial Disclosures (TCFD)** and **Sustainability Accounting Standards Board (SASB)**

1. Listed equities and corporate bonds.

2. Subject to a minimum annual contribution of \$250,000 for the next five years.

3. 2021 Employee Census.



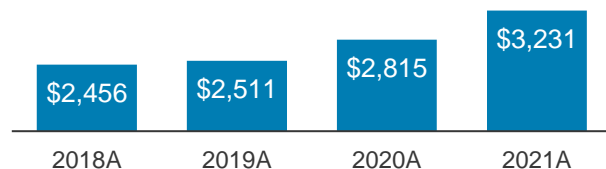
FINANCIAL PERFORMANCE AND RISK MANAGEMENT

FINANCIAL PERFORMANCE TRENDS AND TARGETS

Improvement across key financial metrics

GROSS WRITTEN PREMIUMS

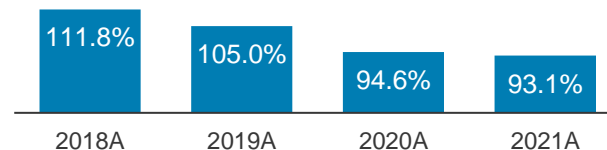
CAGR: 10%⁽²⁾



Target: Grow GWP annually at an average rate of approximately 10%⁽³⁾

COMBINED RATIO⁽¹⁾

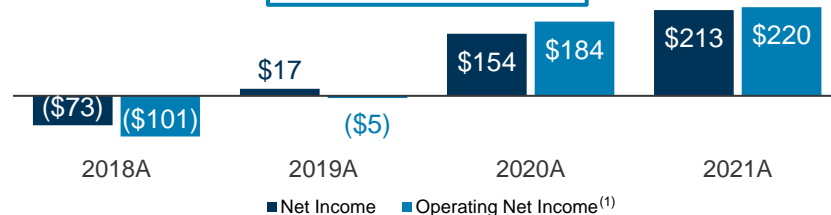
19-point improvement⁽²⁾



Target: Maintain an annual combined ratio in the mid-90's⁽³⁾

NET INCOME AND OPERATING NET INCOME⁽¹⁾

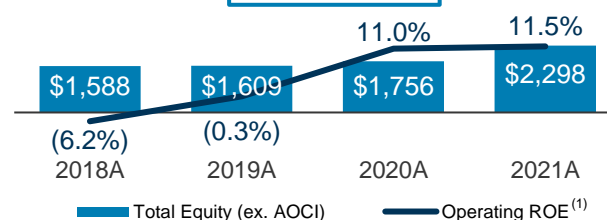
\$321M improvement⁽²⁾



■ Net Income ■ Operating Net Income⁽¹⁾

TOTAL EQUITY (EX. AOCI) AND OPERATING ROE⁽¹⁾

CAGR: 13%⁽²⁾



■ Total Equity (ex. AOCI) — Operating ROE⁽¹⁾

Target: Generate an annual Operating ROE⁽¹⁾ in the upper single digit to below teens range⁽³⁾⁽⁴⁾

Note: Figures in millions, unless otherwise noted.

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2. From 2018-2021.

3. Financial targets are over the next two to three years and do not include the impact of IFRS 17. These targets are subject to the factors and assumptions. There is no assurance that we will be able to achieve these targets or that the factors and assumptions underlying these targets will prove to be accurate. Our ability to achieve the above targets is subject to a number of risks, challenges and uncertainties that could cause actual future results to differ materially from these targets. See "Advisory Regarding Forward-Looking Information".

4. We expect to achieve further improvements on Operating ROE over time, targeting the low teens, through future balance sheet optimization.

SIGNIFICANT FINANCIAL FLEXIBILITY

UNLEVERED BALANCE SHEET WITH SIGNIFICANT EXCESS CAPITAL

- We have over \$900 million in financial capacity to fund our strategic growth initiatives for the coming years^(1,2)
- Definity Insurance Company credit rating: “A (low)” from DBRS, financial strength rating: “A- (Excellent)” from AM Best
- Undrawn \$150M credit facility set to automatically increase to \$600M upon the continuance of Definity under the *Canada Business Corporations Act* (the “Continuance”), which is subject to certain regulatory amendments and approvals⁽²⁾
- Future optimization of capital structure expected to support improvements in Operating ROE over time^(1,4)

FINANCIAL CAPACITY

ICA⁽²⁾CBCA⁽³⁾

Consolidated Excess Capital at 200% MCT:

- Definity Insurance Company	\$36.7	\$36.7
- Definity Financial Corporation	\$585.0	\$585.0

Total Excess Capital	\$621.7	\$621.7
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Leverage Capacity^(1,3)	\$287.8	\$748.2
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Financial Capacity⁽¹⁾ as at Q2-2022	\$909.5	\$1,369.9
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STRATEGIC FOCUS ON CONSISTENTLY DEMONSTRATING DISCIPLINED FINANCIAL MANAGEMENT

Organic
Growth

Common
Shareholder
Dividends⁽⁵⁾

Inorganic
Growth

Share
Buybacks

Note: Figures in millions, unless otherwise noted.

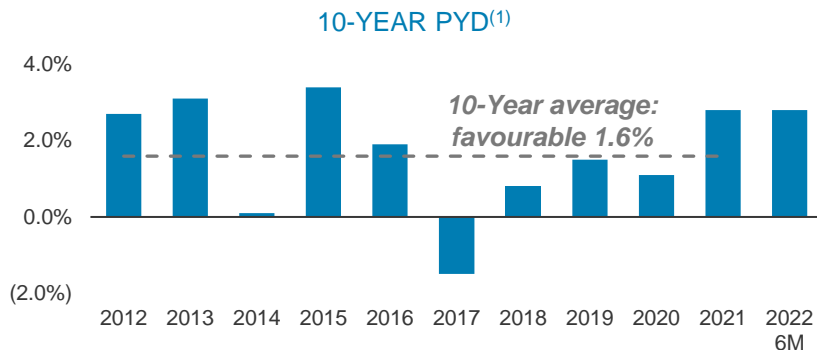
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2. Definity is subject to leverage restrictions under the Insurance Companies Act (Canada) (the “ICA”), which provide that its total debt cannot exceed 2% of its total assets. Under the ICA, property and casualty insurance companies must maintain adequate capital and appropriate forms of liquidity. The Office of the Superintendent of Financial Institutions (“OSFI”), has published the Minimum Capital Test guideline which provides the framework within which OSFI assesses whether a property and casualty insurance company maintains adequate capital for purposes of the ICA.
3. Assumes Definity proceeds with the Continuance and establishes financial leverage levels at 20% debt and 5% preferred or hybrids. The Continuance is subject to certain regulatory amendments and approvals.
4. Expectation subject to certain factors and assumptions. See “Advisory Regarding Forward-Looking Information”.
5. Declaration of dividends is subject to Board discretion.

definity.

PRUDENT APPROACH TO RESERVING AND REINSURANCE

PRUDENT RESERVING PRACTICES

- Closely monitor **adequacy of reserves**
- Favourable prior year development (PYD) in **9 out of 10 years** between 2012-2021
- 2012-2021 **average favourable PYD of 1.6%**⁽¹⁾



ROBUST REINSURANCE FRAMEWORK

Structured to provide **protection against individual large losses and catastrophe events** above a certain threshold and to assist with mitigating underwriting risk

97.5% of the Company's reinsurers have a credit rating of "**A-**" or better, as of December 31, 2021

Use of forms of **reinsurance to help support growth** in a new product or class of business

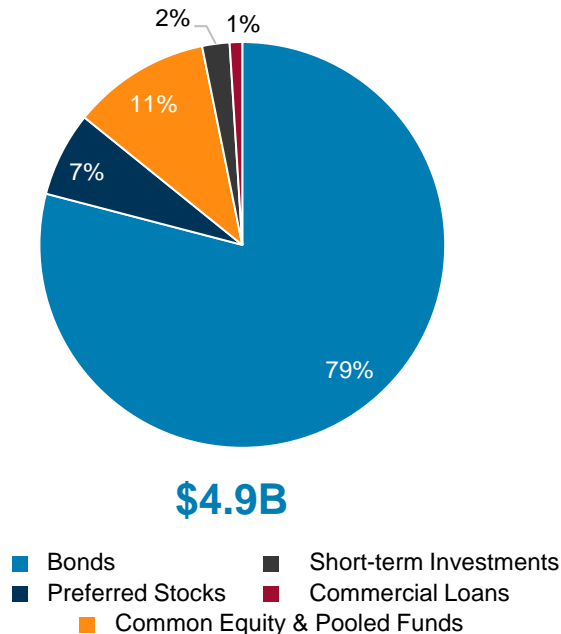
1. Favourable (adverse) development on prior year closing claims, undiscounted.

CONSERVATIVE AND DIVERSIFIED INVESTMENT PORTFOLIO

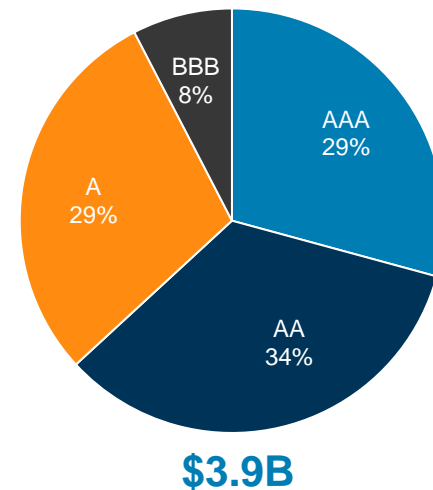
PORTFOLIO HIGHLIGHTS

- ✓ **79%** of portfolio in investment-grade fixed income securities
- ✓ **90%+** of fixed income portfolio in securities rated “A-” and above
- ✓ Comprised primarily of **short-duration investments**
- ✓ **~\$97M** in 2021 net investment income
- ✓ **2.0%** net investment yield⁽¹⁾

DIVERSE ASSET ALLOCATION



FIXED INCOME PORTFOLIO⁽²⁾



Fixed income securities have a **high-quality** bias

Note: Data as of June 30, 2022, unless otherwise noted.

1. Calculated as net investment income in 2021 divided by the average of investments at the end of 2020 and the end of 2021.

2. Using the lowest of Standard & Poor's and DBRS ratings.



APPENDIX

definity.

12-MONTH INDUSTRY OUTLOOK



Personal Auto

- We expect the frequencies of claims to continue to normalize over the next 12 months as people return to on-site work environments
- We also expect the inflationary pressures affecting vehicle damage claims to persist during this period
- Both these frequency and severity trends are expected to continue to drive industry pricing



Personal Property

- The volatility of weather events combined with inflationary pressures are expected to increase claim costs, which will be reflected in firm premium pricing over the next 12 months
- We expect this volatility to continue, with commensurate rate actions, coverage and appetite changes, and an enhanced focus on loss prevention and mitigation



Commercial Insurance

- We expect the commercial lines market to remain firm over the next 12 months as carriers focus on ensuring long-term profitability and sustainable availability of capacity
- We expect pricing to be influenced by the industry's overall underwriting performance, as well as global reinsurance pressures, inflation trends, weather events, and expected investment returns

HISTORICAL FINANCIALS

Income Statement

	2019	2020	2021	6M 2021	6M 2022
Gross written premiums	2,511	2,815	3,231	1,533	1,727
Net written premiums	2,331	2,640	2,991	1,426	1,677
Net earned premiums	2,343	2,509	2,834	1,364	1,568
Net claims and adjustment expenses	1,714	1,562	1,722	812	957
Underwriting expenses ^(1,2)	748	810	918	452	517
Underwriting (loss) income	(118)	136	195	99	94
Impact of discounting	(29)	(114)	45	33	144
Underwriting (loss) income after the impact of discounting	(147)	22	239	133	239
Net investment income	105	100	97	47	58
Recognized gains (losses) on investments	68	80	(21)	(4)	(200)
Other (expenses) income	(6)	(2)	(34)	(9)	(9)
Restructuring recovery	1	-	-	-	-
Income before income taxes	21	201	281	167	88
Income tax expense	(4)	(47)	(68)	(40)	(18)
Net income	17	154	213	126	69
Operating net (loss) income⁽¹⁾	(5)	184	220	113	113

Selected financial ratios

Gross written premiums growth	2.2%	12.1%	14.8%		12.6%
Claims ratio ⁽¹⁾	73.1%	62.3%	60.8%	59.6%	61.0%
Expense ratio ⁽¹⁾	31.9%	32.3%	32.3%	33.1%	33.0%
Combined ratio ⁽¹⁾	105.0%	94.6%	93.1%	92.7%	94.0%
ROE (TTM) ^(1,3)	1.1%	9.0%	10.7%	13.2%	7.6%
Operating ROE (TTM) ^(1,3)	(0.3%)	11.0%	11.5%	13.5%	10.7%

Note: Figures in millions, unless otherwise noted. NM = not meaningful.

1. This is a supplementary financial measure, non-GAAP financial measure, or a non-GAAP ratio. Refer to Supplementary Financial Measures and Non-GAAP Financial Measures and Ratios advisory and Section 11 – Supplementary financial measures and non-GAAP financial measures and ratios in the Q2-2022 MD&A for further details.

2. Net of other underwriting revenues.

3. ROE and Operating ROE are calculated for the 12 months ended December 31, 2019, 2020, and 2021 and June 30, 2021, and 2022. ROE stands for Return on equity.

4. Definity Insurance Company MCT Ratio. Under the ICA, property and casualty insurance companies must maintain adequate capital and appropriate forms of liquidity. OSFI has published the Minimum Capital Test guideline which provides the framework within which OSFI assesses whether a property and casualty insurance company maintains adequate capital for purposes of the ICA.

Balance Sheet

	2019	2020	2021	6M 2022
ASSETS				
Cash and cash equivalents	95	510	387	268
Restricted cash	-	-	111	319
Investments	4,191	4,366	5,366	4,916
Accrued investment income	19	17	21	24
Premiums receivable	851	959	1,076	1,134
Income taxes receivable	3	2	NM	103
Reinsurance receivable and recoverable	95	96	179	186
Deferred policy acquisition expenses	236	260	295	308
Property and equipment	61	57	57	62
Deferred income tax assets	90	40	63	57
Goodwill and intangible assets	211	212	220	229
Other assets	106	102	117	165
	5,957	6,620	7,891	7,771
LIABILITIES AND EQUITY				
Unearned premiums	1,295	1,433	1,599	1,666
Claims liabilities	2,808	3,026	3,336	3,247
Accounts payable and other liabilities	241	324	393	294
Income taxes payable	2	19	56	-
Demutualization amounts outstanding	-	-	111	319
	4,346	4,802	5,495	5,526
EQUITY				
Share capital	-	-	2,308	2,280
Contributed surplus	-	-	19	28
Retained earnings (deficit)	1,609	1,756	(29)	24
Accumulated other comprehensive income (loss)	2	62	98	(87)
Total equity	1,611	1,818	2,396	2,245
	5,957	6,620	7,891	7,771
MCT ratio⁽⁴⁾	239%	268%	275%	206%

SUPPLEMENTARY FINANCIAL MEASURES AND NON-GAAP FINANCIAL MEASURES AND RATIOS

We prepare our financial statements in accordance with International Financial Reporting Standards as issued by the International Accounting Standards Board (the "IASB") (referred to herein as "GAAP" or "IFRS").

We measure and evaluate performance of our business using a number of financial measures. Among these measures are the "supplementary financial measures", "non-GAAP financial measures" and "non-GAAP ratios" (as such terms are defined under Canadian Securities Administrators' National Instrument 52-112 – Non-GAAP and Other Financial Measures Disclosure) included in this Presentation. These supplementary financial measures are calculated using amounts in, or components of line items in, our audited and unaudited consolidated financial statements; however, they are not themselves disclosed in our consolidated financial statements. The non-GAAP financial measures in these materials are derived from one or more financial measures disclosed in our audited and unaudited consolidated financial statements, and non-GAAP ratios have at least one of those non-GAAP financial measures as a component, and in each case are not standardized financial measures under GAAP. The supplementary financial measures, non-GAAP financial measures and non-GAAP ratios in these materials may not be comparable to similar measures presented by other companies. These measures should not be considered in isolation or as a substitute for analysis of our financial information reported under GAAP. These measures are used by financial analysts and others in the P&C insurance industry and facilitate management's comparisons to our historical operating results in assessing our results and strategic and operational decision-making. For more information about these supplementary financial measures, non-GAAP financial measures, and non-GAAP ratios, including (where applicable) definitions and explanations of how these measures provide useful information, refer to Section 11 – "Supplementary Financial Measures and Non-GAAP Financial Measures and Ratios" in the Management's Discussion and Analysis dated August 2, 2022 ("Q2-2022 MD&A"), available on www.sedar.com.

The information presented in this Presentation includes the following supplementary financial measures, non-GAAP financial measures and non-GAAP ratios:

Supplementary Financial Measures: Claims ratio, core accident year claims and adjustment expenses, catastrophe losses, book value per share, financial capacity, leverage capacity, and certain other ratios.

Non-GAAP Financial Measures: Operating net income, operating income, and non-operating gains (losses) and underwriting expenses (net of other underwriting revenues) / operating expenses (net of other underwriting revenues).

Non-GAAP Ratios: Expense ratio, combined ratio, return on equity ("ROE"), operating earnings per common share ("Operating EPS") and operating return on equity ("Operating ROE").

NON-GAAP FINANCIAL RECONCILIATIONS

Operating Net Income⁽¹⁾

	2019	2020	2021	6M 2021	6M 2022
Net income	17	154	213	126	69
Remove: income tax expense	(4)	(47)	(68)	(40)	(18)
Income before income taxes	21	201	281	167	88
Remove: non-operating gains (losses) ⁽¹⁾					
Recognized gains (losses) on investments					
Realized gains on sale of AFS investments	40	13	50	44	(27)
Net gains (losses) on FVTPL investments	29	85	(70)	(49)	(154)
Impairment losses on AFS investments	NM	(18)	(1)	-	(19)
Impact of discounting	(29)	(114)	45	33	144
Demutualization and IPO-related expenses ⁽³⁾	(5)	(4)	(30)	(9)	(2)
Amortization of intangible assets recognized in business combinations ⁽³⁾	(4)	(5)	(4)	(2)	(1)
Restructuring recovery	1	-	-	-	-
Other ^(2,3)	NM	1	-	NM	NM
Non-operating gains (losses) ⁽¹⁾	31	(42)	(10)	18	(60)
Operating (loss) income ⁽¹⁾	(10)	242	291	149	148
Operating income tax recovery (expense)	5	(58)	(71)	(36)	(34)
Operating net (loss) income ⁽¹⁾	(5)	184	220	113	113

ROE⁽¹⁾ and Operating ROE⁽¹⁾

	2019	2020	2021	6M 2021	6M 2022
Net income for the last 12 months	17	154	213	239	156
Total equity ⁽⁴⁾	1,611	1,818	2,396	1,961	2,245
Adjustment for Over-Allotment option and Anti-Dilution Adjustment ⁽⁵⁾	-	-	(228)	-	(101)
Adjusted total equity	1,611	1,818	2,169	1,961	2,144
Average adjusted total equity ⁽⁶⁾	1,589	1,715	1,993	1,802	2,052
Return on equity ⁽¹⁾	1.1%	9.0%	10.7%	13.2%	7.6%
Operating net (loss) income for the last 12 months ⁽¹⁾	(5)	184	220	238	221
Total equity, excluding AOCI ⁽⁷⁾	1,609	1,756	2,298	1,882	2,332
Adjustment for Over-Allotment option and Anti-Dilution Adjustment ⁽⁵⁾	-	-	(228)	-	(101)
Adjusted total equity, excluding AOCI	1,609	1,756	2,071	1,882	2,231
Average adjusted total equity, excluding AOCI ⁽⁸⁾	1,598	1,682	1,913	1,766	2,056
Operating return on equity ⁽¹⁾	(0.3%)	11.0%	11.5%	13.5%	10.7%

Note: Figures in millions, unless otherwise noted. NM = not meaningful.

1. This is a supplementary financial measure, non-GAAP financial measure, or a non-GAAP ratio. Refer to Supplementary Financial Measures and Non-GAAP Financial Measures and Ratios advisory and Section 11 – Supplementary financial measures and non-GAAP financial measures and ratios in the Q2-2022 MD&A for further details.

2. Other represents foreign currency translation of an insurtech venture capital fund and a number of other expenses or revenues that in the view of management are not part of our insurance operations and are individually and in the aggregate not material.

3. Included in Other (expenses) income in our consolidated financial statements.

4. Total equity is as at December 31, 2019, 2020, and 2021, and June 30, 2021, and 2022.

5. Over-Allotment option and Anti-Dilution Adjustment were prorated for the 145 days prior to the IPO date of November 23, 2021.

6. Average adjusted total equity is the average of adjusted total equity (total equity as shown on our consolidated balance sheet, adjusted for significant capital transactions, if applicable) at the end of the period and the end of the preceding 12-month period. Total equity and adjusted total equity as at December 31, 2018 was \$1,567.3 million and as at June 30, 2020 was \$1,642.6 million.

7. Total equity, excluding AOCI is as at December 31, 2019, 2020, and 2021, and June 30, 2021, and 2022.

8. Average adjusted total equity, excluding AOCI is the average of adjusted total equity, excluding AOCI (total equity and AOCI each as shown on our consolidated balance sheet, adjusted for significant capital transactions, if applicable) at the end of the period and the end of the preceding 12-month period. Total equity, excluding AOCI, and adjusted total equity, excluding AOCI, as at December 31, 2018 was \$1,588.3 million and as at June 30, 2020 was \$1,650.2 million.

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