

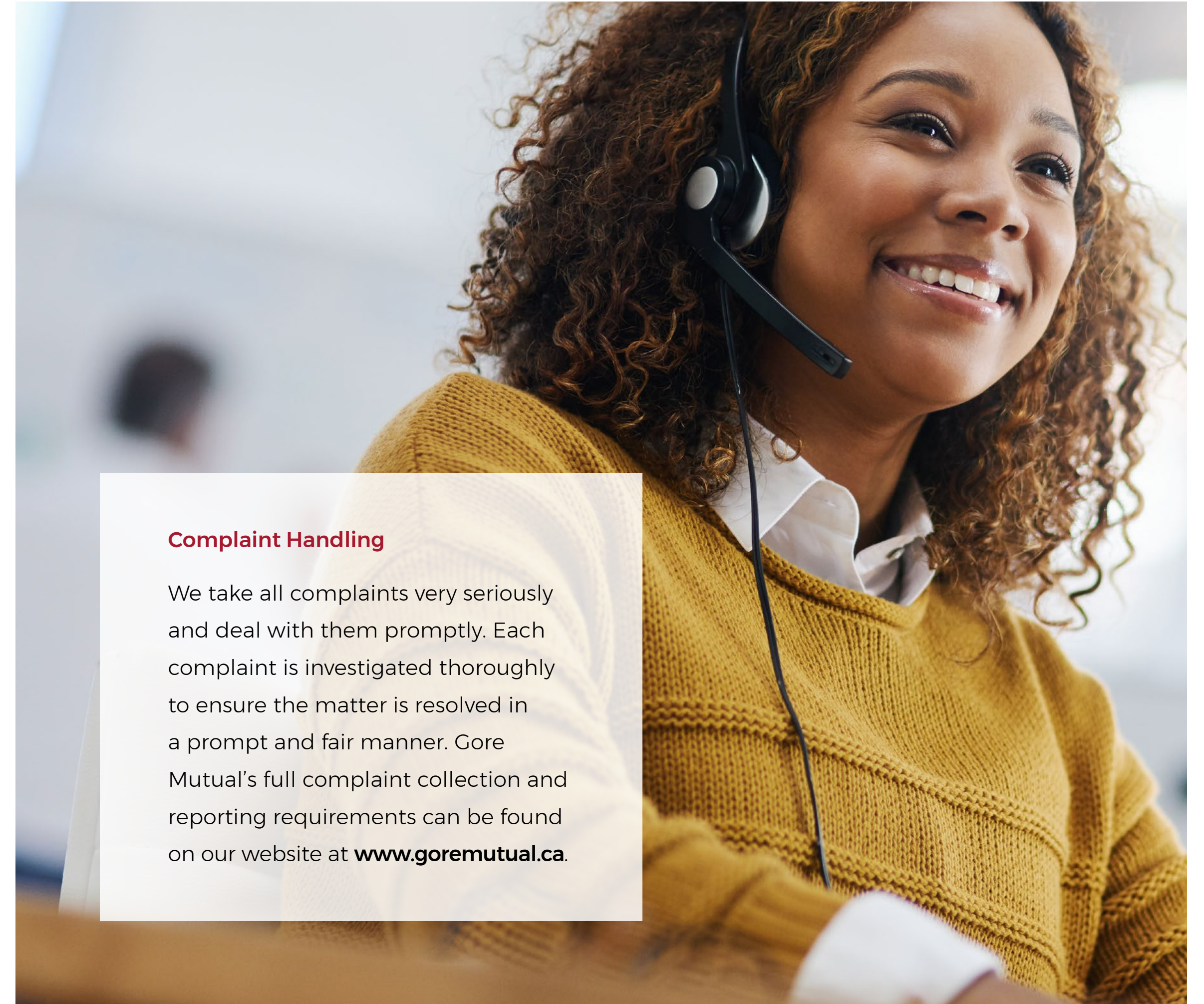
Broker and Customer Experience

At Gore Mutual, we are committed to providing exceptional experience for our customers and brokers that aligns with our values and vision. The newly implemented *Gore Mutual Broker and Customer Experience Program*, a comprehensive and innovative system, enables us to measure and enhance our performance across the business. The ability to listen to our customers and brokers and then act on their feedback is essential for continuous improvement and our long-term success.

The program was first launched in April 2022 as a pilot for personal lines auto claims; we've now expanded this to include personal lines property claimants and commercial lines brokerages.

- Customer-facing surveys are sent at all key interaction points throughout the customer's claims journey, focusing on two key areas: first notice of loss and post-claim resolution.
- Broker-facing surveys are sent following a commercial policy quote. Our teams work together to review all feedback gathered and identify common themes and areas of improvement.

The *Gore Mutual Broker and Customer Experience Program* will help us achieve our goals of providing excellent service, building trust, and creating value for our customers and brokers.



Complaint Handling

We take all complaints very seriously and deal with them promptly. Each complaint is investigated thoroughly to ensure the matter is resolved in a prompt and fair manner. Gore Mutual's full complaint collection and reporting requirements can be found on our website at www.goremutual.ca.