

PRESS RELEASE

For immediate release

Promutuel Insurance East Coast: A strong mutual insurer in Eastern Québec

Rivière-du-Loup, January 5, 2026 – After receiving the required approval from regulatory authorities, Promutuel Insurance Côte-Sud and Promutuel Insurance de l'Estuaire officially joined forces on January 1 to become Promutuel Insurance East Coast. With a strong regional presence in Eastern Québec, the Mutual Company is well positioned to continue its growth in today's competitive market, particularly by further developing its operations within its territory and across the Atlantic provinces.

"This merger reflects our desire to preserve the close relationships we have with our insured members and to ensure the long-term sustainability of a business model built on that principle," said Mr. Normand Morin, Chair of the Board of Directors. "By joining forces, we are giving Promutuel Insurance East Coast the means to position itself favourably in the face of market challenges, while reaffirming our commitment to our insured members and to the vitality of the mutual insurance model in Québec," Mr. Morin concluded.

"This strategic alliance allows us not only to maintain and develop the activities of the new Mutual Company, but also to build a strong financial foundation to support profitable and sustainable growth in Québec and the Atlantic region," said Mr. Sylvain Fauchon, Co-General Manager of Promutuel Insurance East Coast.

"Thanks to this financial strength, we are enhancing our ability to deploy innovative strategies and to build a modern, high-performing Mutual Company focused on the future, for the benefit of our teams, our insured members, our business partners and the communities we serve," added Mr. Éric Drouin, Co-General Manager of the mutual company.

The head office of Promutuel Insurance East Coast is located in Rivière-du-Loup.

Before the activities of the two mutual companies could be merged, several steps were completed, culminating in the submission of an application for permission to amalgamate to the Autorité des marchés financiers (AMF). The AMF subsequently made a recommendation to the Québec Minister of Finance, who approved the merger effective January 1, 2026.

About Promutuel Insurance East Coast

Recognized for its insurance expertise, financial strength and social commitment, Promutuel Insurance East Coast is a key player in property and casualty insurance. With a team of 319 collaborators, it supports more than 118,000 insured members by offering a distinctive experience based on trusted service, sound advice and reassuring support.

Guided by its mission, “To protect our world like we protect a family,” the Mutual Company maintains a strong regional presence and is actively involved in community development and support. Promutuel Insurance East Coast is part of Groupe Promutuel, recognized as the most recommended consumer insurer in 2023 and 2024—clear testimony to the quality of its support offering and the trust placed in it by its insured members.

To learn more, visit <http://www.promutuelinsurance.ca/east-coast>.

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