



NEWS RELEASE

Allstate Canada Announces London Bradley as New President and CEO

Ryan Michel returning to the Allstate Corporation in the U.S. after helping lead Canadian business unit through a period of tremendous growth

MARKHAM, ON (May 5, 2022) – Allstate Insurance Company of Canada, Pembridge Insurance Company, Pafco Insurance Company and Ivantage Insurance Brokers Inc. (collectively “ACG”) today announced that London Bradley will assume the role of President and CEO of ACG effective May 20. Bradley is currently the Senior Vice President, East Zone Leader for Allstate Sales and Distribution with The Allstate Corporation in the U.S. and replaces President and CEO Ryan Michel who will be transferring back to the U.S. to take on the role of President, Allstate Business Insurance with The Allstate Corporation.

Bradley joined The Allstate Corporation in 1998 as an exclusive agent in the U.S. Midwest region. He transitioned into sales leadership in 2001 and progressed through roles of increasing responsibility before becoming Field Senior Vice President for the Southeast Region, where he led one of the largest regions for the Allstate business in the U.S. to profitable growth. In his most recent role, Bradley leveraged his depth of experience in sales to help lead the U.S. East Zone region to strong results in 2021.

“I’m looking forward to my new role and getting to know the team at ACG,” said Bradley. “The business in Canada has been able to grow due to a strong product offering combined with a commitment to supporting the people and communities it serves. I am eager to continue building on that momentum as we help protect customers from life’s uncertainties.”

In addition to his professional responsibilities, Bradley has developed a reputation as a people leader, mentor and champion of inclusive diversity. He has served in the U.S. as an Enterprise Diversity Leadership Council member, sponsor and mentor for Intrapreneurs at The Allstate Corporation, Allstate Enterprise Culture and Employee Experience steering committee member and a board member of the Allstate Political Action Committee.

Ryan Michel started his career with the U.S. Allstate business in 1996 before joining ACG in 2011 as its Vice President and Chief Risk Officer; he was appointed President and CEO in January, 2016. During his tenure, ACG saw strong business growth. Over the past ten years, the Canadian workforce grew by 62 percent to over 3,000 employees, and the number of homes and vehicles it insures has doubled to over 1.4 million. Similarly, the company’s broker business, through its Pembridge and Pafco divisions, has more than doubled since 2017.

Michel has guided ACG to focus on empowering and protecting customers, employees and communities with “strength, experience and care”. ACG surpassed \$2 billion in total premium in 2021. The company gave back nearly \$100 million to auto insurance customers during the COVID-19 pandemic with three executions of its “Stay At Home Payment” program. The company also hit another important milestone in November, 2021 when it announced combined corporate and employee donations to Canadian charities of over \$1 million during the year.

“While I’m excited to begin my new role at Allstate Corporation, it’s difficult for me to leave the team I have worked with for the past 11 years,” said Michel. “The company has made the most of every opportunity and risen to every challenge with inspired innovation and an infectious energy while maintaining a focus on improving the customer experience. It’s been deeply rewarding and a privilege to be a part of the ACG business and I will forever remain its biggest supporter.”

About Allstate Insurance Company of Canada

Allstate Insurance Company of Canada is a leading home and auto insurer focused on providing its customers prevention and protection products and services for every stage of life. Serving Canadians



since 1953, Allstate strives to reassure both customers and employees with its "You're in Good Hands®" promise. Allstate is committed to making a positive difference in the communities in which it operates through partnerships with charitable organizations, employee giving and volunteerism. To learn more, visit www.allstate.ca. For safety tips and advice, visit www.goodhandsadvice.ca.

About Pembridge Insurance Company

Pembridge Insurance Company provides home and automobile insurance to Canadians through a network of select insurance brokers. Pembridge is backed by Allstate Insurance Company of Canada, giving it the scale and financial stability of one of the largest insurance companies in North America. Committed to giving back to communities, Pembridge is involved with various charities through its broker partners. To learn more, visit www.pembridge.com.

About Pafco Insurance Company

Pafco Insurance Company has built a strong foundation, offering a specialized insurance product and exceptional customer service through the support of our select, broker network. Pafco provides personal automobile insurance for drivers who do not qualify for coverage in the standard insurance marketplace. Pafco supports various charities across Canada through its broker partners. To learn more, visit www.pafco.ca.

About Ivantage Insurance Brokers Inc.

Ivantage Insurance Brokers is an independent brokerage with trusted, knowledgeable brokers conducting business in Alberta, New Brunswick, Nova Scotia and Ontario. In Quebec, Ivantage administers a selection of commercial and non-standard insurance products with the support of a strategic partner.

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