

PRESS RELEASE

Platform Unveils New Brand Identity

Reinforcing its Position as Canada's Leading Real Economy Risk Advisor

Toronto, Ontario (June 16, 2026) – Platform Insurance Management Inc. ("Platform") announced the launch of its new brand identity, marking a key milestone in its evolution as **Canada's leading real economy risk advisor**.

The refreshed brand reflects Platform's continued growth and its commitment to delivering differentiated value through deep industry expertise, risk intelligence and disciplined execution. Built on a strong foundation of people and culture, Platform remains focused on strengthening its role as a trusted advisor across the industries that power Canada's economy.

"At Platform, everything starts with our people," said Scott Beitel, Chief Executive Officer. "This brand reflects who we are today, an organization focused on helping clients make better risk decisions in an increasingly complex world."

Platform serves clients across the full lifecycle of the real economy, embedding its expertise within key sectors including, construction and development, real assets, natural resources and industrials. Its integrated approach enables clients to better anticipate, manage and transfer risk across their organizations.

"We don't just respond to risk, we help our clients understand it, anticipate it and turn it into a strategic advantage. That's what sets Platform apart," said Rajeev Sakhujia, President.

"Our goal was always to build something different – an organization grounded in long term thinking and a company that puts clients first and empowers its people," said Matthew Francis, Co-Founder.

"Seeing that vision come to life at scale is incredibly rewarding and this brand reflects that evolution".

"Over the past 12 years, we've built something we're incredibly proud of," said Charles Quenneville, Co-Founder. "This rebrand is not a departure - it's an evolution of the same promise we've always made: to help Canada's real economy turn risk into resilience." The new brand officially launches today.

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About Platform

Platform is a national employee-owned risk advisor helping Canada's physical economy turn risk into resilience. Our differentiated value comes from our deep industry expertise, risk intelligence and disciplined execution.

We are a business built on our people and culture. It's at the heart of everything we do.

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