

2025 Beyond Business Report

Securian Canada's Purpose in Practice



Land acknowledgement

Securian Canada is grateful to acknowledge that our head office is located on the traditional, ancestral and unceded territories of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples.

While our head office is in Toronto, now home to many diverse First Nations, Inuit and Métis peoples, we also acknowledge that our other locations across Canada are situated on the traditional lands of many First Nations and Métis peoples.



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Beyond business by the numbers

Approximately

3.5M

Canadians served

Approximately

\$300k

invested in community programs

67%

women in workforce

400+

youth reached through the
Home Ice Hockey program

43%

women in executive roles

9

participants in the Diversity
in Football program



Message from Nigel Branker

Chief Executive Officer, Securian Canada

This is our second annual Beyond Business report. If the first was about defining who we wanted to be, this edition is about showing what that looks like in practice.

At Securian Canada, our purpose is to help build secure tomorrows for all Canadians. That word – *all* – continues to guide where we focus and how we act.

We see that inclusive focus most clearly in how we show up for our people.

Throughout 2025, we continued to grow and accelerate our strategy, which for some meant adapting to a changing environment. Yet, new team members felt welcomed, connected and able to contribute – a reflection of the inclusive environment we’re building as we scale – and we all moved forward together with a collective purpose of helping to build secure tomorrows.

Over the past year, we also made a deliberate effort to spend more time listening to the Canadians we serve. Our 2025 research on newcomers and gig workers reinforced something important: people are struggling with access, not awareness. Many understand the value of financial security but face barriers navigating often complex systems, accessing trusted information or finding solutions that reflect how they actually live and work today. We know that the way Canadians live and work is evolving, and as an industry, we have a responsibility to keep pace.

This is what purpose in practice looks like. It starts with listening closely, uncovering real insights, and using them to create solutions that are more inclusive, accessible and relevant. It also shapes how we choose to partner, working with organizations that share our values and help us reach more Canadians in meaningful ways.

Beyond our business, that commitment continues in the communities we support. Whether it’s creating pathways through sport, investing in education or supporting access to care, we’re focused on initiatives that open doors and remove barriers. These partnerships reflect a belief that lasting impact comes from consistent, intentional action.

Across our work, one thing remains clear: inclusion is foundational. We see inclusion as more than representation. It’s about reducing barriers, expanding access and creating opportunities for people to fully participate, whether in the workplace, in their communities or in engaging with financial products that help them protect what matters most.

In today’s environment, where inclusion efforts have been under scrutiny, our position hasn’t changed. Diversity strengthens decision-making, fosters innovation and leads to better outcomes. Our focus is not on debating that reality, but on delivering against it.

When alignment exists between who we hire, how we build and who we partner with, purpose becomes visible in the work, not just stated in words.

In 2023 and 2024, we focused on building and launching our strategy. In 2025, we accelerated that momentum. Looking ahead, 2026 is about maturing what we’ve built – strengthening our foundation, scaling our impact and continuing to grow in a way that is intentional and aligned with our purpose.

Across our organization, there is a shared understanding of what we’re working toward and why it matters.

That clarity is what allows us to keep moving forward and continue putting our purpose into practice.

Sincerely,

Nigel Branker

Chief Executive Officer, Securian Canada

About Securian Canada

We're here for all Canadians and their families – however they define family – because everything we do helps build secure tomorrows.



Our practical, life-ready insurance and protection solutions are designed to help provide financial security, so that Canadians can spend more time making every moment count.

Securian Canada is a leading insurance provider with more than 70 years of experience innovating in the Canadian financial institution and association and affinity markets.

We offer insurance solutions built with genuine care – providing specialized experiences to those we serve. Securian Canada operates as an independent subsidiary of Securian Financial Group, Inc.

Q&A with Sofia Theodorou



Chief Human Experience Officer, Securian Canada

Sofia Theodorou, Chief Human Experience Officer, leads Securian Canada's people and culture strategy with a clear belief: how work feels matters, because it directly shapes how we perform.

Her focus is on building an inclusive and high-performing culture where people are deeply connected to each other, our purpose and to the impact they have on our clients.

The goal is simple but ambitious: to create an environment where people can do meaningful work, grow in real ways and bring our purpose to life every day.

“

We're building a culture where inclusion is instinctive, where different perspectives shape better outcomes, and where people are expected to contribute, grow and challenge each other.”



1

Could you share your vision for inclusion within Securian Canada and how it aligns with the larger organizational goals?

Inclusion at Securian Canada isn't a separate initiative. It's how we are building the company.

It shows up in how we hire, how we develop talent, how we design experiences for our clients and how we make decisions.

For us, inclusion is about creating the conditions for people to contribute at their best and challenge each other to think differently.

That's directly tied to our purpose. If we want to help Canadians build more secure tomorrows, we need teams that reflect the realities of the people we serve and feel safe enough to bring forward different perspectives.

Inclusion isn't just about belonging. It's about better decisions, better products and ultimately better outcomes.

2

This year's report is anchored in the theme "purpose in practice." What does that phrase mean to you personally?

To me, "purpose in practice" is where intent turns into behaviour.

It's easy to talk about purpose in broad terms. What matters is how it shows up in moments that don't make headlines, how leaders run meetings, how teams handle pressure and how we respond when someone has a different point of view.

It's the choice to listen more closely, to challenge respectfully and to make space when it would be easier to move on.

Over time, those small choices shape culture and that's where purpose becomes real.

3

When you look at the work we did within our three pillars (people and culture, clients and partners, and communities) in 2025, what stands out as the highlight you're most proud of?

There are so many initiatives that make me immensely proud of what we accomplished in 2025, but what stands out to me is the shift from intention to integration.

People and culture

In people and culture, our Inclusion Networks and the evolution of our VIBE well-being strategy created something more than programs; they created ownership. These are increasingly employee-led and embedded in how people connect, learn and show up for each other.

Clients and partners

With clients and partners, our research on newcomers pushed us to look harder at how financial security is experienced in real life. It's influencing how we think about product design and accessibility in a much more grounded way.

Our communities

And in our communities, we've moved beyond sponsorship to participation. Whether through sport or education, our people are showing up, building relationships and staying connected in ways that feel genuine.

Across all three pillars, the common thread is that we're not just doing more; we're doing it with more intention and relevance.

4

You probably see inclusion show up in different ways. What patterns do you notice in the way inclusion is being built at Securian Canada?

The biggest shift is that inclusion is not owned by a single team. It's becoming part of how leaders lead and how teams operate. You see it in our formal structures, like our Inclusion Networks and Culture Think Tank, but just as importantly, you see it in everyday behaviours.

Another pattern is that we are prioritizing substance over visibility. We're less focused on saying the right things and more focused on building practices that actually change how people experience work. This may take longer, but it's what creates staying power.

5

What tells you inclusion is becoming part of how people work together, not just something we've committed to on paper?

You can feel it in how people show up. There's more curiosity in conversations, and people are more willing to challenge and be challenged. There's a growing confidence to speak up, even when the perspective is different.

Our learning programs have helped build some shared language, but what matters more is that people are using it every day.

The clearest signal comes from our people. When they tell us they feel safe to take risks, to be themselves and to have a voice, then we know we are moving beyond commitment into culture.

6

How is our organizational culture evolving and what can we expect in the future?

Our culture is becoming more intentional, more human and more connected.

There's a clearer understanding now that performance and well-being aren't competing priorities; they reinforce each other. When people have the energy, clarity and connection to do their best work, performance follows.

That's what we're building through VIBE and our broader people strategy: conditions that help sustain performance over time.

The next phase is about consistency. Making these experiences more embedded, more accessible and more reflective of how work actually happens as we continue to grow.

7

Looking ahead, what do you want Securian Canada to be known for a few years from now? What's the version of this team you're building toward?

I want us to be known for being a place where people do meaningful work and feel it. That they have this consistent experience across teams, across roles and across moments that matter.

We're building a culture where inclusion is instinctive, where different perspectives shape better outcomes, and where people are expected to contribute, grow and challenge each other. And I believe this will differentiate us and sustain us.

Commitment to people and culture

We launched our inclusion strategy in late 2024 and built on that momentum in 2025, a year that tested how organizations everywhere think about inclusion.

As global sentiment shifted and some companies stepped back from their work on diversity, equity and inclusion, or moved away entirely, Securian Canada experienced the opposite — our work became less about visibility and more about intention. Inclusion is at the heart of what we do every day, and we remain steadfast in our commitment to people and culture, to clients and partners, and to communities.

Inclusion and well-being

Inclusion Networks

2025 was the first full year of activity for Securian Canada's four Inclusion Networks: communities designed to create space for connection, learning and visibility across the organization. In 2024, we asked Securian Canada employees what demographics and/or topics they wanted to cover through the Inclusion Networks, resulting in the selection and launch of four networks in January 2025.

Participation is open to everyone: both those who identify directly with the community and those who want to participate as allies.

Employees joined through a simple call to participate, and from there, each network began shaping its own identity. Throughout 2025, the Inclusion Network members developed charters, clarified mandates, established co-chairs and contact leads, built self-sufficient ways of operating, and began providing valuable contributions to the organization.

The four networks include:

1

WIN: Women Inclusion Network

A community that empowers women and allies to thrive through career growth, meaningful connections and shared opportunities.

2

MHN: Mosaic Harmony Network

Dedicated to creating a supportive environment where every individual can connect, develop and feel valued and respected.

3

Qmunity & Allies: 2SLGBTQIA+ Inclusion Network

Committed to cultivating an inclusive, supportive workplace where everyone feels a genuine sense of belonging.

4

DAN: Diverse Abilities Network

Advance Securian Canada's culture of inclusion by celebrating the diversity of thought, talent and ability within our workforce.

“

People care here at Securian Canada, not just about work, but about you as a person.”

Kezia Abraham

Program Implementation Specialist



VIBE Program

Securian Canada's Human Experience team launched VIBE: an enterprise-wide well-being strategy focused on three pillars:

- 1 **People connection**
- 2 **Energy flow**
- 3 **Clarity edge**

VIBE recognizes the power of inclusion (people connection), physical and emotional health in motion (energy flow) and mental fitness (clarity edge). It's the umbrella that connects many of the employee training sessions that took place throughout the year.

Mental health training

Throughout the year, our teams strengthened their understanding of mental health and how to support one another.

Together, these sessions helped build a shared understanding and recognition of the importance of mental health, making it easier for people to show up for one another and contribute to a workplace where trust, care and psychological safety are part of everyday life.

Highlights

- Mental health training sessions and resources shared during Mental Health Week in May
- Mental health first aid training for Leaders of People in the summer
- Essentials of mental health training expanded to all employees in the fall
- Practical tools for recognizing stress and supporting colleagues

Agile learning

In July and October, we hosted a series of learning sessions on agile thinking, which helped our teams learn skills on how to stay focused, adapt to change and make progress in fast-paced environments.

Inclusion learning series 2.0

Following a 2024 launch, the inclusion learning series delivered education on unconscious bias, allyship and microaggressions in August 2025.

Through engaging workshops, employees explored how inclusion shows up in real interactions and how each of us contributes to psychological safety, regardless of role or seniority.

Attendance and feedback across the series were strong, demonstrating employees' intentional contributions to building a workplace where people feel safe enough to show up authentically.

Online Doctors

In December, we expanded our well-being program with the addition of Online Doctors to the employee benefits program. Online Doctors provides Securian Canada employees and eligible dependents with access to Canadian-licensed general practitioners at no cost with unlimited visits fully covered. The virtual care is accessible 24/7, from anywhere in the country, even while travelling outside of their home province.

Cultural observances



Black History Month

In February, Securian Canada recognized Black History Month with a focus on learning, storytelling and meaningful conversation. The main event of the month was an impactful discussion between Securian Canada CEO Nigel Branker and guest speaker Dr. Chika Oriuwa, a physician, writer and advocate known for her work in equity and representation.

Their conversation covered themes that felt both personal and universal: leading with authenticity, finding courage in spaces where representation is limited, building resilience while staying true to your values and the importance of psychological safety at work. They also spoke about legacy: what it means to leave a meaningful mark, and how advocacy and leadership naturally intersect, especially during a time when conversations about inclusion are facing more resistance.

International Women's Day

In March, we celebrated International Women's Day with a virtual keynote featuring Dr. Samra Zafar, an international speaker, bestselling author, physician and well-known advocate for authentic leadership and wellness. Her session connected directly to 2025's theme, "accelerate action," which encouraged all of us to be intentional with gender equality.

Dr. Zafar shared her personal story of navigating a forced child marriage to becoming one of Canada's most recognized voices for human rights. She spoke about the themes in her upcoming book, *Unconditional*, offering practical ways to move past limiting beliefs, build self-worth and take bold steps toward a fuller, more empowered life. Employees were encouraged to consider how these ideas could support both their own growth and the kind of inclusive culture we foster at Securian Canada.

Asian Heritage Month

For Asian Heritage Month in May, we hosted a virtual panel discussion about Asian representation in film and television. As TV and film continue to shape how we understand identities and cultures, employees from Securian Canada's Mosaic Harmony Network, proposed a session that would spotlight Asian Canadian women whose work is reshaping the entertainment landscape. This employee-driven idea strengthens our work to create space for learning, representation and diverse voices.

The panel brought together three acclaimed creators: Connie Wang (actor, producer and writer), Gayle Ye (cinematographer) and Nathalie Younglai (award-winning writer and founder of BIPOC TV & Film).

The conversation invited employees to better understand identity, creative expression and navigating the industry from the point of view of Asian-Canadian people. Attendees were also offered the opportunity to sign up for a limited number of complimentary tickets to screenings at the Vancouver Asian Film Festival.

By centring the voices, stories and lived experiences of Asian-Canadian creators, this event reinforced Securian Canada's belief that celebrating heritage also means listening, learning and expanding whose stories we make space for, both within our workplace and in the broader culture shaping us all.



“

As inclusion became even more embedded in how we operate, we continued to build momentum, refine our strategy with integrity and strengthen our reputation as an organization.”

Elizabeth Charles
AVP, Inclusion





Pride Month

Across the country, Pride Month was shaped by themes like Manitoba’s “rise in pride, stand in strength,” Montreal’s “blossom here, now!” and Toronto’s “all in.” These themes shared a common thread: a reminder that Pride is both a celebration and a call to show up for inclusion, rights and community.

With that in mind, Securian Canada hosted a Pride Month event in June in partnership with The 519, a Toronto-based 2SLGBTQIA+ organization focused on advocacy, education and community support. Three representatives from The 519 – Jaymie Sampa, Aniska Ali and Ash McGhee – joined us for an open conversation about what it means to create inclusive spaces, how identity shapes lived experience and the role allyship plays at work and beyond.

The event was organized by Securian Canada’s 2SLGBTQIA+ Inclusion Network, Qmunity & Allies, a volunteer group of employees who help bring awareness, programming and connection to the organization. The session blended personal stories with practical insights, covering everything from understanding the full 2SLGBTQIA+ acronym to recognizing everyday actions that help build belonging. It offered employees a chance to learn, engage and reflect on how inclusion shows up in real workplace interactions.

National Day for Truth and Reconciliation

To mark the National Day for Truth and Reconciliation in September, Securian Canada invited Anishinaabe journalist, storyteller and bestselling author Tanya Talaga, to lead a keynote session. Talaga shared stories and insights from her latest book, *Seven Grandfather Teachings*, and spoke about the connections between the past, the future, and how the teachings of truth and love can guide the way we show up for one another at work and in our communities.

Talaga is known for her books *Seven Fallen Feathers*, *All Our Relations*, and *The Knowing*, as well as her work as a former Toronto Star journalist, current Globe and Mail columnist, co-director of the CBC docuseries *The Knowing*, and founder of Makwa Creative. Her storytelling offered a look at Indigenous experiences in Canada, weaving together her own upbringing, historical context, and the ongoing work of Truth and Reconciliation.

Engaged culture

Culture Think Tank

The Culture Think Tank (CTT) brings together employees from across Securian Canada to help strengthen how we connect, communicate and work together.

Made up of more than 30 employees representing different teams, roles and provinces, the group exists to listen closely to employee feedback and turn it into practical, everyday improvements to the way we operate.

Throughout the year, the CTT launched a series of resources such as the “it’s OK list,” with affirmations to normalize learning, asking questions and being human at work. They also published a “communications compass” guide to help employees choose the best communication method and channels to reach out to their teams, as well as a business terms and acronyms dictionary, to help everyone understand commonly used terminology.

These tools help enhance communication across teams and create meaningful engagement, making it easier for people to feel informed, included and supported in their work.

Volunteering

At Securian Canada, every employee has the opportunity to take one paid day per year for volunteering with a registered charity, doing so to support any cause close to their hearts.

Additionally, we encouraged our teams to participate in National Volunteer Week at the end of April to give back in ways that feel personal and meaningful to them. We created a volunteer week challenge, encouraging employees to sign up on their own or team up with coworkers and share a photo of their experience.

One moment that stood out came from a group of employees who volunteered together at Mission Bon Accueil’s Macaulay Pavilion Emergency Shelter in Montreal. During an evening dinner shift, they served warm meals, helped keep the space welcoming and supported the behind-the-scenes work that happens every day. One volunteer shared how they recognized a former colleague from an earlier chapter of their career among those being served – a reminder of how fragile and unpredictable life can be. The experience reflected the compassion and care at the core of Mission Bon Accueil’s work, and the meaningful impact that even a few hours of service can have.

These initiatives remind us that community, service and connection aren’t just nice to have – they’re part of how we show up for one another.

“

Securian Canada has cultivated a supportive and energizing work environment that makes me want to show up.”

Priya Allen

Talent and Organizational Development Coordinator



Commitment to clients and partners

We partner with organizations that share our values and align our efforts not only to develop innovative and inclusive products, but also to expand our reach to better serve Canadians.



Thought leadership

Newcomers' Realities: Securian Canada Insights

In June, we launched **Newcomers' Realities: Securian Canada Insights**, the second chapter in Securian Canada's research series, following 2024's launch of **Behind the Gig: Securian Canada Insights**.

The goal of the research series is to better understand and share insights about communities that are often underrepresented, particularly in financial services and insurance.

Newcomers arrive with big goals and unique challenges, yet they're also one of the hardest groups for financial institutions to reach.

Understanding the realities of traditionally underserved communities is helping us better support Canadians of all backgrounds and at all stages in life, as well as better support our business partners through the development of human-centred and data-informed products and services.

Even though the newcomer experience looks different for everyone, our research revealed some valuable insights.

We learned that for more than half (54%) of newcomers, financial stress is their most significant health or well-being challenge since coming to Canada – a 21-point difference from the next most cited challenge (work-life balance at 33%).

We learned more about what helps people feel confident when they're making financial decisions as they settle into a new environment, how they balance digital tools with real human support, and where insurance fits as they work to build a life in a new country.

The study also pointed to ways we can make financial protection feel clearer, more approachable and easier to navigate. Some of what we heard affirmed the direction we're already moving in, while other insights opened up new questions we're excited to keep exploring.

At its heart, this research is about gaining a solid understanding of newcomers' needs as they navigate one of the biggest transitions of their lives. The insights in this report give us a clearer picture of what's working well and areas where the industry can improve accessibility and inclusion.

[!\[\]\(9ec2b8baded405b65357813802f7dff9_img.jpg\) Read the report](#)

Canadian Football League collaboration

Diversity in Football sponsorship

We're proud of our ongoing official life insurance partnership with the CFL and presenting sponsorship of its Diversity in Football program.

The program creates opportunities for people from diverse backgrounds to step into the world of professional sports and gain experience in coaching, operations, training, communications and the many behind-the-scenes roles that make the league run. Participants travel to a CFL team's training camp for a powerful, hands-on experience at the heart of the League that is tailored to their skills and goals.

Interest in the program continues to grow. In 2025, applications jumped by 161 per cent, a sign that more people are hearing about the program and seeing it as a meaningful way to break into the professional sports field.

We welcomed nine new participants in 2025. Each person brought their own story and perspective, and fully immersed in club life during their time at the training camp: working alongside staff, learning how a professional team operates and making connections that can support their long-term careers. Their experiences were captured in nine spotlight videos available on Securian Canada's YouTube channel.

To celebrate three years of the program, we hosted a culmination event in September that brought together previous participants, CFL partners and members of the Securian Canada team. Alumni shared how the program helped shape their confidence, career direction and sense of belonging in the sports world.

[!\[\]\(b0ba827d2a487ec829cbd8e604d56e0e_img.jpg\) Watch our Diversity in Football playlist](#)



“

It's important to show representation. This is an amazing opportunity to let people who look like me break out into these areas that normally would be quite tough without programs like this.”

Karen Garcia

Diversity in Football program participant



Game Changers initiative

Securian Canada and the CFL reimagined one of the core elements of our partnership: the annual Grey Cup sweepstakes.

Instead of running a standard “enter to win” contest, we created something that reflected the spirit of community, recognition and impact at the heart of the Diversity in Football program: the Game Changers initiative.

We deployed a Game Changers contest, inviting people across Canada to nominate someone in their community who embodies what it means to make a difference. The response was incredible. Nearly 300 nominations were submitted, each highlighting everyday leaders whose efforts often go unseen but shape the people around them.

James Dickens’ story stood out. A firefighter for more than 18 years, a dedicated football coach and a long-standing mentor to young athletes.

James was nominated for the unwavering support he’s offered his community, even while navigating treatment for stage-four cancer. His strength, generosity and commitment made a lasting impression on everyone who read his nomination.

James and his partner Sam attended the Grey Cup in Winnipeg for a once-in-a-lifetime experience together before James passed away in December 2025.

The Game Changers initiative brought to life the intention behind Securian Canada’s partnership with the CFL; it elevated the voices of local leaders, celebrated stories of resilience and service, and created space to honour the people – like James – who make their communities stronger.

[!\[\]\(fe5d33c08faf9a42a148630afb19375e_img.jpg\) Watch James Dickens’ story](#)



Toronto Maple Leafs collaboration

Home Ice Hockey sponsorship

As part of our ongoing official life insurance partnership with the Toronto Maple Leafs, we are a proud presenting sponsor of MLSE Foundation's Home Ice Hockey program.

Building on 2024's momentum, the program continues to make hockey more accessible to youth and is now established in 13 communities across the GTA, supporting nearly 350 youths each year.

We provide financial support to help sustain and expand the program, supplying participants with free access to equipment, coaching and ice time. Beyond funding, 2025 marked a shift toward more hands-on involvement, bringing our partnership closer to the communities and families the program supports.

In March, our team joined the end-of-season Home Ice Hockey tournament, showing up to support the youth and families involved. Employees volunteered both on and off the ice to help run activities and assist coaches. Their presence brought the partnership to life, creating memorable moments for the kids and their families, and strengthening Securix Canada's connection to the communities we serve.

HOME ICE HOCKEY PROGRAM HIGHLIGHTS

350 youths

supported each year

13 communities

established across the GTA

[+ Learn more](#)



Canadian Automobile Association collaboration

Charity golf tournament for Hope Air

In September, we joined the Canadian Automobile Association's (CAA) annual charity golf tournament for Hope Air as a Platinum sponsor.

The event brings together partners, community members and advocates to help remove some of the biggest barriers Canadians face when accessing medical care: distance, cost and geography.

Hope Air's impact continues to grow year over year. In its most recent published results from 2024, the organization facilitated 45,943 travel arrangements, provided support for patients from 642 communities across Canada and organized 7,172 patient trips to essential medical appointments.

These numbers represent thousands of families who were able to access life-saving care they otherwise may not have reached. Supporting CAA and Hope Air helps ensure more Canadians can reach the care they need, regardless of distance, cost or geography.

HOPE AIR'S IMPACT

642

communities reached

7,172

patient trips

45,943

travel arrangements made

“

Hearing from families in remote parts of Canada who've relied on Hope Air flights to reach life-saving care at children's hospitals in urban centres like Toronto is deeply moving and reinforces why this cause matters so much.”

Shamir Jamal
Chief Underwriter, Securian Canada



Commitment to communities

We expanded our support to traditionally underserved populations through new and existing sponsorships.

Sponsorships

Cricket to Conquer Cancer

In our second year supporting the Princess Margaret Cancer Foundation's annual fundraiser to help advance cancer research, we joined the Cricket to Conquer Cancer initiative as an ambassador program sponsor and got directly involved on the field.

Our Chief Technology Officer and Chief Information Security Officer, Sara Mazhar, stepped up her participation, joining as an honorary co-chair, and captained a team to represent Securian Canada.

She also received recognition as the top fundraiser in 2025, helping achieve and exceed the event's goal to raise \$1.1 million to support cancer research.

Women in Insurance Summit

In June, we participated in the Women in Insurance Summit, a premier gathering helping women and allies grow and lead with confidence in a changing landscape.

Our Chief Administrative Officer, Sharla Postic, introduced keynote speaker Dr. Samra Zafar, bringing forward conversations about resilience, leadership and well-being.

The session highlighted the importance of advancing inclusion across the industry through collaboration, dialogue, and helping create environments where women feel supported to grow, connect and lead with confidence.



\$1.1 million

raised by Cricket to Conquer Cancer
to support cancer research





ParaSport Ontario

We expanded our commitment to inclusive sport through a new partnership with ParaSport Ontario.

In September, we sponsored and attended the 8th Annual Awards Brunch and Para Pro-Am Golf Tournament – a day that showcased the power of inclusive sports. Watching para-athletes excelling in their sport was a powerful reminder that sport truly knows no barriers.

As part of our involvement, we donated a brand-new racing wheelchair to Tai Young, a talented and rising para-athlete.

This investment helps Tai pursue the next stage of his performance journey and is one way we’re helping open more doors for para-athletes.

Canadian Association of Black Insurance Professionals

We recognize the need for more inclusion across the insurance sector and believe that inclusive and sustainable practices are what drive innovation and success.

Since 2023, we’re a proud sponsor of the Canadian Association of Black Insurance Professionals (CABIP), a member-based organization dedicated to bridging the opportunity gap for Black professionals within the Canadian insurance industry through free access to advocacy, mentorship, education and networking opportunities.

Our support to CABIP’s work, as a silver sponsor, is a step toward creating a more inclusive talent pipeline and fostering a sense of belonging for Black insurance professionals in Canada.

Indspire

We believe that education is a cornerstone of empowerment, security and success. Since 2023, we’ve supported Indspire, an Indigenous national charity that invests in the education of First Nations, Inuit and Métis people for the long-term benefit of these individuals, their families and communities, and Canada.

Through a five-year agreement with Indspire, Securian Canada is funding 10 scholarships for Indigenous students in post-secondary education or training institutions, creating new opportunities for Indigenous youth to reach their full potential.

Douglas Foundation

We contributed to the Douglas Mental Health University Institute Foundation through its Builders of Hope fundraising event, focusing on advancing women’s mental health.

The Douglas Institute is home to the largest mental health research centre in Quebec, and its work helps surface the often-hidden realities of mental illness.

Recognition

Great Place to Work certification

For the third year in a row, Securian Canada was recognized as a Great Place to Work®, a reflection of how employees genuinely feel about their experience at work.

In 2025, 91 per cent of employees took part in the survey, signalling a high level of trust and willingness to share honest feedback. Of those who participated, 88 per cent said Securian Canada is a great place to work, and the organization earned a Trust Index® score of 84 per cent, well above the Canadian average.

These results speak to the everyday experience of working at Securian Canada. Employees feel respected, supported and proud of the work being done alongside colleagues. This certification reflects a culture shaped by how people show up for one another, year after year.



SURVEY HIGHLIGHTS

91%

participation rate

88%

overall engagement

84%

Trust Index® score

Living Wage certification

We became a Living Wage Certified Employer in Ontario and British Columbia, marking an important step in our ongoing work to ensure fair and competitive pay.

The certification is based on some of the toughest benchmarks in the country. Meeting them means our compensation levels line up with the real cost of living in our communities, helping to ensure employees can build stability for themselves and their families.





Women in Governance: Bronze award for gender parity

Securian Canada attained a bronze certification in gender parity by Women in Governance in 2023 and was recertified in 2025, a recognition of our ongoing efforts to implement best practices in recruitment, training, promotions, compensation and talent management.

In the fall, we sponsored the Women in Governance Toronto gala, sharing with other leaders in corporate Canada an evening of reflection on how advancing gender equity is not only a moral imperative but also a business advantage.

The event was an opportunity to recognize the leaders and organizations that are taking tangible measures to transform policy into practice and make equity the expectation, not the exception.



Top Insurance Employer

Securian Canada was recognized as one of the Top Insurance Employers in 2025 by Insurance Business Canada Magazine.

The recognition is granted to organizations that achieve a 75 per cent or greater average satisfaction rating from employees, who evaluate their workplace on several metrics, including benefits, compensation, culture, employee development and commitment to diversity and inclusion.

The magazine also leads the prestigious Insurance Business Awards, for which Securian Canada was selected as finalist in the categories of Excellence in DEI and Health & Life Insurer of the Year. These recognitions highlight the inclusive culture our teams continue to build.

We also sponsored the customer service and customer experience award, highlighting the importance of celebrating great work across the industry.



Purpose-driven organizations that prioritize inclusion and diversity outperform their peers, and achieving true equity requires intentional action: creating psychologically safe workplaces, listening to women’s unique needs and fostering authentic leadership styles.”

Nigel Branker

Chief Executive Officer, Securian Canada

Thank you

At Securian Canada, we are proud of the meaningful progress we made in 2025 to support our people, clients and partners, and the communities we serve.

Through inclusive programs, community partnerships and research, and a shared commitment to showing up with intention, we worked to create opportunities, strengthen belonging and make a positive difference in the lives of Canadians.

We're grateful for everyone who contributed to this work, and we look forward to building on this momentum – supporting people from all walks of life and continuing to grow our impact in the years ahead.





Learn more

For more information, visit securiancanada.ca.

Securian Canada is the brand name used by Canadian Premier Life Insurance Company and Canadian Premier General Insurance Company to do business in Canada. Policies are underwritten by Canadian Premier Life Insurance Company.



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