

The New HSB BI&I Brand

Frequently Asked Questions

What is BI&I's relationship with HSB?

The Boiler Inspection and Insurance Company of Canada (BI&I) has been a part of HSB Group since 1907, and has included HSB in its logo and content since 2009. HSB stands for Hartford Steam Boiler Inspection and Insurance Company, a global multi-line insurer and provider of inspection, engineering and technology services.

What is changing?

Our affiliate companies are joining forces as **one global HSB brand**:

- Hartford Steam Boiler Inspection and Insurance Company (HSB) in the United States;
- The Boiler Inspection and Insurance Company of Canada (BI&I); and
- HSB Engineering Insurance in the UK and Ireland

Is HSB becoming one company worldwide?

No. The three businesses will go to market together as HSB but will remain separate legal entities and operate independently while collaborating with one another. A single brand name makes it easier for clients to understand our global scale and the solutions HSB offers by creating a shared identity for all our businesses.

Does the new brand mean that HSB offerings will be the same worldwide?

Currently, each region's offerings are designed to meet the unique needs and regulatory requirements of the local market. This will continue. Looking ahead, we anticipate increased opportunities for collaboration and innovation that will accelerate the creation of new products and services.

Has the relationship with Munich Re changed?

No. The business relationship with Munich Re has not changed, but the way we express it has. We're now an autonomous brand with the endorsement line "A Munich Re company" to create a clear connection.

Why did we rebrand?

Over the past few years, we've been undergoing a strategic evolution that's helping our clients stay ahead of risks in a changing world. We've modernized our logo and graphics to represent the company we are today and our future, technology-driven direction.

What does it mean for clients?

The brand sets the stage for accelerated innovation and new opportunities to add value. As HSB we're more nimble than ever, leveraging technology to serve clients better. We're able to develop new products faster and share technology platforms internally as well as with clients. As one brand we'll be able to collaborate more closely, sharing expertise and resources worldwide. The brand demonstrates that HSB is moving forward to help our clients meet the challenges and seize the opportunities of a dynamic, technology-driven world.

What does the new HSB logo tell us about the company?

Our new logo is a visual expression of our evolution. It shows that HSB is moving forward. It is a contemporary take on a symbol that's been at the centre of our identity for 150 years. It communicates acceleration, innovation and technology while remaining grounded in the proud history and strength of HSB. The logo also has elements suggestive of the Munich Re logo. Note that in Canada, a few items will carry an interim logo that combines HSB with the existing BI&I acronym. This will ultimately give way to the global HSB logo.

Will the new brand affect how HSB BI&I serves clients?

No. On a day-to-day level, everything continues as before. The brand change should not impact our relationship or disrupt your business in any way.

Is the company name changing? Do we need to revise contracts?

No. All contracts and policy documentation will continue to bear the entity name, The Boiler Inspection and Insurance Company of Canada.

How are policy documents affected?

The new logo will appear on the Declaration Page of some policies. There will be no change to insuring agreements. Our legal name is not changing. Any newly issued policies or contracts will bear our existing company name.

Are rates, terms and conditions changing as the result of the new brand?

No. Any changes that take place over time will be driven by our normal business cycle and are not tied to the new brand.

Will my client team change as a result of the new brand?

No. You'll be working with the same people and contacting them the same way.

Will there be any changes to the website?

Our website is being refreshed, with new imagery and content that showcases the energy of the new brand.