

belairdirect.



Johnson Insurance rebrands as belairdirect to support NLTA members for generations to come

We have exciting news to share: Johnson Insurance is becoming one with belairdirect in a transformative rebranding. The initial brand change has begun with Home and Car insurance with Group Benefits and Travel to follow at a later date. Guided by the same values and a deeply rooted desire to help, we are joining to offer our partners and their members best-in-class insurance products and services.

Johnson Insurance will move forward as belairdirect, while keeping all the ingredients and history that make this brand so well-respected. Building on our own seven decades of innovative work across Canada and as one of the top insurers in the country, this next chapter together will be strengthened by our shared commitment to the people we serve and the communities we call home.

By combining our strengths, we aim to offer even greater value to you, our customers, ensuring that insurance is one less thing for you and your family to worry about.

Our promise to you is simple: we will continue to provide an unparalleled customer experience through the familiar voices and faces you've come to know from our devoted teams. belairdirect will show our partners and customers that you can count on us to deliver customer service and claims support that's second-to-none through our best-in-class capabilities.

We'd like to take this opportunity to **express our gratitude** and say **thank you** to our loyal partners and customers for your steadfast trust and support as we embark on this new chapter together. We look forward to serving you even better as belairdirect for generations to come.

John Thompson
Deputy Senior Vice President
belairdirect

For more information, please visit johnson.ca/belairdirect