



President and Chief Executive Officer

Board Chair Arnold Rumph, on behalf of the Board of Directors of Edge Mutual Insurance Company, is pleased to announce the appointment of Carlos Rodrigues to the position of President and Chief Executive Officer (CEO) effective November 20, 2017.

Mr. Rodrigues succeeds incumbent CEO Ruth Donkersgoed who retires shortly after the new CEO takes over the role. Ruth will act as a resource for Carlos during the transition period prior to her retirement.

Carlos has been the President and CEO for Heartland Farm Mutual Insurance Company since 2005 and helped that organization introduce significant and responsible growth during his tenure there. He has worked his entire career within the Property and Casualty insurance industry including Vice President positions with CUMIS General Insurance Co. who serves credit unions and Economical Mutual Insurance Co. where he was responsible for the Underwriting Personal and Commercial Lines Division.

Mr. Rodrigues is a Certified Accountant with a CPA designation from Wilfrid Laurier University and an MBA from Queen's University. He has attained his FCIP designation and completed many professional development courses including Wilfrid Laurier's Master Manager Program. He is currently a member of the Insurance Bureau of Canada's Governing Council and PACCIC Board. Carlos has served on the Boards of the Insurance Institute of Ontario and National Association of Mutual Insurance Companies.

Mr. Rumph said "We are quite excited to have someone joining our company with the professional insurance credentials and successes Carlos has accomplished throughout his career. He will bring outstanding leadership and a demonstrated track record for fostering strong working relationships with staff and broker partners. We know he will work well with our team in continuing to move Edge Mutual forward and capitalize on the excellent results they have generated to date."

Carlos and his wife Lana have three grown children and two granddaughters. He enjoys spending time with family and likes to follow his favourite sporting teams.

Edge Mutual is a property and casualty insurer based in a newly expanded, modern facility in Drayton, approximately 30 minutes north of both Kitchener-Waterloo and Guelph. Its core products include residential, farm, auto and commercial insurance coverage with annual Gross Premiums of \$24 million written and was recently featured as a 5-star carrier by Insurance Business Canada.

Edge Mutual Insurance Co. welcomes Carlos Rodrigues as its new President and Chief Executive Officer.

October, 2017

Arnold Rumph, Board Chair

On behalf of the Board of Directors of Edge Mutual Insurance Company,
103 Wellington Street S., PO Box 190,
Drayton, ON N0G 1P0