



Professional Insurance Underwriting and  
Marketing Through Service, Integrity and Stability!

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# FEI Conference 2009

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**Founded in 1961, South Western Group is an Insurance Intermediary providing marketing and underwriting expertise, including risk management to independent agents and brokers across Canada.**



## Company ownership structure

- Privately-held
- Joint venture
- Divergent reporting needs



## Making an informed choice

- PE GAAP standards are familiar
- Simplicity
- Audience
  - Limited exposure to global markets
  - Limited financing requirements
  - Not material to the publicly-traded JV owner



 Does that mean that we are off the hook and can ignore IFRS?