

Hello. We're Sentry. How can we help?

As one of America's largest and strongest mutual insurance companies, we provide a full range of insurance products for businesses of all sizes, from small companies to multi-national corporations.

Large companies like yours get specialized attention.

We have a special set of customizable products and services—backed by a committed team—just for you.

Smart insurance, dedicated service, and added value.

We work hard to get to know you so we can deliver more than you expect, anticipating your needs—sometimes even before you know them yourself.

Our capabilities include:

- **Industry-leading insurance solutions** including workers' compensation, auto, and general liability
- **Innovative coverage and service options** custom-selected to meet your specific requirements, built to be flexible, and designed to adjust to changes over time
- **In-house claims service** to actively manage medical and disability resolution, medical cost containment, subrogation, special investigations, and litigation
- **Powerful cost-control tools** letting us work together to manage your total insurance costs
- **Deep safety services resources** to promote your company's total safety culture





Are you getting the level of service you need?

You hold in your hands a guide to what we offer large, successful businesses with complex risks. Currently, our customer mix includes more than 500 of these elite companies representing more than \$1 billion in annual premium. We've earned their trust, and hope to earn yours.



Who we are and who we serve.

ABOUT SENTRY INSURANCE

If you're looking for a business insurance company with a strong past and secure future, that's us. Our numbers are exceptionally solid. Though, we believe our strength comes from more than just financials.

Back in 1904, members of the Wisconsin Retail Hardware Association gave us our start when they formed their own mutual insurance company. We've grown far beyond Wisconsin and the hardware industry in the years since. But we've always retained our core values as a mutual company. We've never forgotten our Midwest roots, either, and while we're among the largest and most secure mutual insurance companies in the nation, our true strength comes from our dedication to personalized care.

That focus on service is particularly important in the way we service national accounts—large companies with complex risks. In 1965, we formed a special business unit committed exclusively to taking care of elite companies. Providing customized insurance services supported by cost-saving safety tools lets us cater to the distinct requirements of some of our country's most successful companies.

Including yours.

Count on our financial strength

While our greatest strength is personalized service, we are of course also very fiscally secure.

Our A+ (Superior) rating from A.M. Best, the industry's top insurance evaluator, is a reflection of our financial strength and solid business practices.

Over and above our products and services, we offer peace of mind.

ABOUT OUR CUSTOMERS

Throughout our history, we've found success by specializing in specific industries. We often grew by leveraging knowledge in one market to branch out into similar industries. So, what started with insuring hardware stores expanded to other retail markets, wholesale markets, related manufacturing industries, and so on. Similarly, our products expanded from P&C insurance to include workers' compensation and employee benefits.

Today, we serve more than one million policyholders. We work hard to understand our customers' businesses—and their industries inside and out, and we work hard to get to know each individual policyholder well.

Our current mix of customers is a testament to our broad expertise. It also provides insights and a depth of knowledge we put into practical use to serve you better.



INDUSTRY MIX

Our leadership in specific markets helps us be an innovative force in the insurance industry.

	%
■ Manufacturing	45
■ General Services	14
■ Health Services	12
■ Wholesale	10
■ Finance/Insurance	8
■ Retail	8
■ Other	4



Your team: ready when needed.

As a mutual company, our business is built on a long-term commitment to our customers, not the short-term satisfaction of investors and analysts. This philosophy lets us focus on our relationship with you, naturally delivering high standards of customer service.

*Our team
commitment
to you provides
proven value.
More than
90 percent of
our customers
choose to stay
with us each year.*

We use a service team approach so you experience personalized care—delivered by a specific group of highly skilled, real people:

- **Knowledgeable sales executives**, including a dedicated territory executive and a director of sales, who prioritize getting to know you and providing total account management
- **Experienced underwriting executives, underwriter techs, and underwriters**, (a substantial part of our organizational backbone and day-to-day support), who build customized insurance programs
- **Dedicated claims service representatives**, who provide experience and continuity—more on them on pages 10 and 11
- **Certified industrial hygiene staff**, who identify environmental workplace health hazards
- **Safety services consultants**, who coordinate safety and loss prevention measures
- **Involved senior management and decision makers**, who are accessible and responsive

The service team concept is an essential part of our culture. Sentry associates are judged on their ability to work together to service customers, and each team is designed to remain essentially intact, changing organically as our relationship evolves.

**PRACTICAL BENEFITS
OF A DEDICATED SERVICE TEAM:**

- Ongoing, transparent communication
- Rapid response to developing issues
- Proper interpretation of your company's business perspective
- Sustained understanding of ongoing situations
- Every claim and inquiry treated with the appropriate sense of urgency
- Long-term accountability

Get the coverage and options you want, your way.

At Sentry, we know your business isn't exactly like any other. That's why we get to know you first, then customize coverage and options to you.

Moreover, your company today is different from what it was yesterday—and what it'll be tomorrow.

Things change. Needs change. Nothing remains static. We work hard to provide dynamic solutions that'll serve you well over time.



Multiple loss-sensitive workers' compensation program options

In addition to traditional monthly paid loss program options, you can choose:

- Monthly incurred loss programs
- Prefunded plans with or without loss development factors
- Standard incurred retros
- Loss cost multiplier plans
- Excess coverage for self-insureds
- Hybrid plans

Other features include:

- Loss-sensitive plans offered with or without loss aggregates
- Claims handling charges billed through either a loss conversion factor or per claim fees

Flexible general liability and auto programs

Your general liability and auto options include:

- Guaranteed cost
- Deductible
- Self-insured retention

Innovative security options

Our security options let you choose what fits your collateral requirements, risk management program, and financial structure best:

- Prefunded loss plans
- Monthly incurred plans
- Cash as collateral
- Trusts as collateral
- Letters of credit
- Surety bonds



Our top claims department helps your bottom line.

When you make a claim with us, you'll experience one of the major advantages of choosing Sentry as your insurance partner. That's because our in-house claims team is very, very good at taking care of all the details for you—promptly, accurately, and efficiently.

It starts when you call in your claim (or, these days, when you file it online—and, yes, you can still fax it) to one of our claims service centers strategically located across the United States. Your designated claims service specialist and claims team, supported by the director of claims services, springs into action.

Do you have special claim handling instructions? No problem. We'll document them in advance and actively manage your claims to your specifications when the time comes.

We also operate under proven, carefully designated best practices. It's how we deliver prudent and cost-effective claims service that can mitigate the impact of your workers' compensation and liability losses.

ADVANTAGES OF ONLINE CLAIMS

- Secure reporting
- Automatically completed data fields
- Access to detailed help
- Immediate claim number assignment

Following best practices gives you consistency

Our well-established claims best practices include standards for:

- Initial claim input
- Medical cost-containment programs
- Prompt contact
- Telephonic/rehabilitation case management
- Investigation
- Litigation management
- Supervision
- Reserving
- Recovery/subrogation
- Medical disability management
- Fraud/special investigations
- Disposition plans
- Your special handling instructions

REGIONAL CLAIMS SERVICE CENTERS

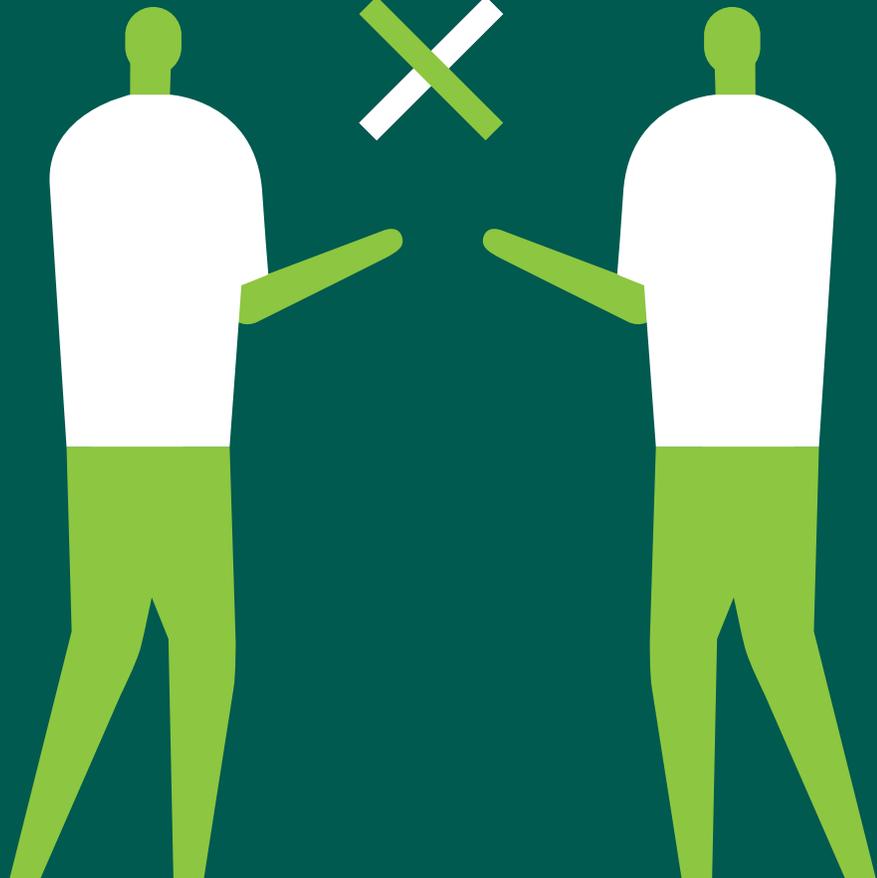
- Stevens Point, Wisconsin
- Westford, Massachusetts
- Richmond, Virginia
- Scottsdale, Arizona



We're dedicated to saving you money.

Our cost-containment pricing structure is transparent to you because we consider controlling your costs to be a critical part of our claims operation. That includes building a fee structure that encourages the right things and discourages others.

Some examples: Unlike many of our competitors, we charge a flat rate for bill reviews instead of a percentage of savings, use Exact Vendor Invoicing (EVI) instead of marking up vendor fees, and offer PPO discounts with lower percentage of savings charges.



Flat rate bill review

Our flat rate of \$1.30 per bill provides you with substantial savings compared to other insurance companies that charge per line item or as a percentage of savings. Here's an example of how much you can save:

Your bill review savings	Sentry	Competitor A
Original number of bills	1,032	1,032
Original billed amounts (2015 Sentry average \$969/bill)	\$1,000,000	\$1,000,000
Average percent of savings from bill review* (excluding duplicates)	34%	34%
Estimated dollar savings from bill review	\$340,000	\$340,000
Amount due after bill review	\$660,000	\$660,000
Fees for bill review**	\$1.30 per bill	25% of savings
Fees charged by carrier	\$1,342	\$85,000
Additional bill review savings with Sentry	\$83,658	

Exact Vendor Invoicing (EVI)

For many services—including pharmacy, medical equipment, and health care products—our network providers bill us **at the lower contracted rate (EVI), not the retail cost**, and we pass those savings on to you. Some of our competitors don't follow this protocol, resulting in invoices billed at retail rates. Then they generate revenue by charging fees based on a percentage of savings. It may not sound like much, but the costs to you can be considerable. Here's the impact EVI can have on a single invoice:

Exact Vendor Invoicing savings	EVI – Sentry	Retail
Billed amount for a pharmacy script (average of 25% off retail)	\$141.21	\$188.28
Paid amount	\$141.21	\$141.21
Savings	n/a	\$47.07
Insurer's charge as percentage of savings	0%	25%
Fee charged by insurer for savings	\$0	\$11.77
Net cost to insured (paid plus fee)	\$141.21	\$152.98
EVI savings to insured	8%	

*Not including savings impact of EVI

**Vendor charges subject to change

Preferred Provider Organization (PPO) discounts and Out of Network (OON) options

After the bill review process, we apply PPO-contracted discounts for additional cost-saving opportunities. Our PPO network is the nation’s largest, giving you and your insured workers more choices while cutting costs.

Using our PPO lets you:

- Receive care at more than 680,000 professional and ancillary locations and more than 5,000 hospitals
- Access online tools to create worksite posters listing medical directories and participating providers
- Control loss costs and maximize the value of medical treatments

We have a negotiated PPO charge of 18 percent* of savings. Some of our competitors charge as much as 35 percent through significant markups.

This chart illustrates what you can save through our PPO network compared to a carrier charging even just 25 percent:

PPO network savings	Sentry	Competitor A
Estimated remaining charges after bill review reduction	\$660,000	\$660,000
Average PPO reductions	15%	15%
Estimated dollar savings from PPO applications	\$99,000	\$99,000
Percentage charge for above PPO applications	18%	25%
Fees charged for PPO applications	\$17,820	\$24,750
Total savings from original billed amount	\$439,000	\$439,000
Bill review fees	\$1,342	\$85,000
Fees charged for PPO applications	\$17,820	\$24,750
Total fees to achieve similar savings	\$19,162	\$109,750

Because the end result is always our main focus, out-of-network providers may be used if it leads to a better claim file outcome. **We want to find your most efficient, cost-effective solution.**

Our cost-containment services don't stop with transparent pricing...

How we charge for our services is just the beginning of how we can save you money. We've invested in valuable resources that control your costs and ours—reinforcing a true win-win relationship.

SAVE ON DRUG COSTS WITH OUR NATIONAL PHARMACY PROGRAM

You can use our pharmacy program, administered by Healthsystems™, to control the cost of pharmacy benefits. It's one of the largest national pharmacy networks and is a major driver of EVI savings.

We don't inflate Healthsystems invoices to manufacture a "savings" or generate an internal revenue stream. We pay only for the cost of the actual prescription (while often achieving significant additional savings through the use of generics). You'll experience further savings through prescription alerts and evaluation programs.

Our approach can provide you with a typical savings of 25 percent below the retail fee schedule. With more than 62,000 participating network pharmacies, it's easy to take advantage of the program. Convenient, too.

LIMIT LOSSES WITH OUR LITIGATION AND SUBROGATION RESOURCES

Our long-term relationships with defense firms give you an edge in legal battles. Each adheres to (and is audited against) our strict and assertive defense guidelines, including:

- Preliminary reviews controlling costs
- Detailed interim billings
- Timely litigation updates
- An understanding of the importance of client-established relationships

We provide you the flexibility to work with the defense counsel of your choosing—a firm from our extensive network or your existing counsel.

Similarly, our subrogation team is specifically trained to evaluate and pursue potential third-party recovery to reduce loss costs. We also use sophisticated proprietary technology to identify claims with subrogation potential. Of course, we explore subrogation opportunities and discuss potential case-specific results with you before taking action.

Unlike many of our competitors, we don't charge fees or take a cut of up to 20 percent or more for subrogation. Any money recovered through subrogation is credited directly back to the individual claim file.

OUR SPECIAL INVESTIGATION UNIT LOOKS OUT FOR YOU

Speaking of investigations, our in-house investigation team evaluates and pursues suspected fraudulent claims activity. Members of our team have extensive backgrounds in law enforcement or claims (or both) and work directly with local, state, and federal government authorities and with the National Insurance Crime Bureau (NICB). You pay no fees associated with our Special Investigation Unit.

Keep your cash flow fluid with case-by-case reserving

When judgements are at hand, we don't require reserves to meet a worst case scenario. Instead, we work with you to reserve on a case-by-case basis.

Our extensive experience lets us develop a reserve based on the nuances of each claim, limiting your cash flow disruption.

Proactive protection

With Sentry, you get more than insurance. Our Safety Services team can help you save lives, time, and money.

SAFETY SERVICES

You can rely on our professional safety consultants to guide you through risk scenarios, regulatory demands, training, and program gaps. Our singular goal is reducing your losses by helping you prevent them from happening in the first place.

Your designated safety consultant, with the support of the unit's director, will help you build an overall safety culture by coordinating extensive training, as well as completing safety program assessments, root cause analyses, and other services.

WE CAN HELP YOU MANAGE YOUR SAFETY PROGRAM

Our commitment to you includes:

- An assigned service coordinator who acts as your single point-of-contact for safety
- The development of a formal service plan that targets loss trends and confirms jointly established objectives
- Creative, flexible consultation and service delivery strategies

Our Safety Services team includes:

- Professional safety and fleet service specialists focused on planning, coordinating, and delivering quality services
- Certified industrial hygienists experienced in assessing environmental and occupational health hazards

With our help, you can reduce injury trends through:

- Building ergonomic programs, including design and system analysis
- Analyzing loss trends to determine root causes and establish benchmarks
- Processing assessments and building point-based programs
- Planning strategies and action items
- Promoting management education and accountability
- Organizing and developing safety committees
- Analyzing job hazards





Online safety resources help you build a culture of safety.

We have the resources you need to make safety a core priority. These tools help you control workplace hazards, reduce insurance costs, and increase productivity.

SENTRY CONNECT® IS YOUR ONLINE RESOURCE FOR:

- Account information
- Sentry service team contacts
- Safety resources
- Claim management tools

SENTRY SAFETY TRAINER PROVIDES COST-EFFECTIVE WEB-BASED EDUCATION, INCLUDING:

- More than 160 lessons (and counting), many available in Spanish
- Coverage of both safety and human resource topics
- Attention to OSHA, EPA, and DOT regulations
- Results tracking

SAFETY SUPPLY DISCOUNTS SAVE YOU MONEY:

- Occupational health and safety supplies and equipment
- Multiple service providers including Argus Supply Company, a leading distributor of safety equipment

CURRENT ALERTS KEEP YOU INFORMED:

- Impending and active disaster and emergency alerts
- Information on upcoming seminars

OSHA RECORDKEEPING SYSTEM KEEPS YOU IN COMPLIANCE:

- Online entry and updating of workplace incidents, minimizing time and manual effort
- On-demand OSHA-required report generation

Sentry Insight® risk management and support

Managing your risks is easier than ever with Sentry Insight. It's a powerful, complete, and easy-to-use risk management system that provides you with near real time data access for detailed claim information and data views. The system also provides you with access to historical point-in-time data for reporting and analytics. Robust features include:

CLAIM INFORMATION AT YOUR FINGERTIPS

You can access both comprehensive overviews and minute claim details, online, at any time.

RUN AND SHARE REPORTS

You can see historical claims data graphically at a glance with Sentry Insight's dashboards. They're a great way to view trends. Point-in-time reporting is easy and intuitive. Run reports based on standard templates or customize your own.

BE ALERTED WHENEVER, WHEREVER

You'll be quickly notified of changes in your business with proactive communications via text, email, and online. We use Sentry Insight to deliver alerts on important events the moment they happen. You'll know instantly when claims are opened, closed, paid, in litigation, and more.

KEEP IT SAFE

You can stay up to date with online industry safety articles, tips, and insights on maintaining a healthy workforce, reducing accidents, and building a total safety culture.

USE THE WATCH LIST

Got an important claim? Use our Watch List to keep track of important individual claims and ensure nothing falls through the cracks.



Let's get started.

Every company needs insurance for protection when things go wrong. But if you're like us, you know there's a bigger picture. Making sure your clients have the right kind of coverage and helping them develop a proactive safety culture go hand in hand to do more than just protect their bottom line—they can help a company thrive.

**Together, we can make it happen.
Give your territory executive a call and let's talk.**