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 those you represent get specialized attention.

We have a special set of customizable products and services—backed by a committed team—just for companies like your clients. Our capabilities include:

• **Industry-leading insurance solutions** including workers’ compensation, auto, and general liability
• **Innovative coverage and service options** custom-selected to meet your clients’ 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** that let us work together to manage your clients’ total insurance costs
• **Proactive safety services resources** to promote your clients’ total culture of safety
Are your clients getting the level of service they need?

Currently, our customer mix includes more than 500 large, successful businesses with complex risks. These elite companies, typically working with brokers like you, represent more than $1 billion in annual premium. Some choose us for our leadership in the placement of loss-sensitive and excess workers’ compensation for accounts with manual workers’ compensation premium in excess of $500,000. Others, for the way our active claims and safety management helps mitigate exposures before losses occur. Either way, it’s typical that 90% or more of our customers at this level renew with us each year.

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 as sturdy as can be, 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.

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.

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

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 and your clients better.

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.

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>41</td>
</tr>
<tr>
<td>Other</td>
<td>21</td>
</tr>
<tr>
<td>Health services</td>
<td>12</td>
</tr>
<tr>
<td>Wholesale</td>
<td>10</td>
</tr>
<tr>
<td>Finance/insurance</td>
<td>8</td>
</tr>
<tr>
<td>Retail</td>
<td>8</td>
</tr>
</tbody>
</table>

*A+ (superior) A.M. Best Financial Strength Rating (FSR) current as of May 2018. See ambest.com for rating.
We help you help your clients.

Helping you serve your clients better is an essential part of the way we do business. We believe in the win-win-win scenario.

On top of providing the right coverage and options at the right price, here are a few ways we can make your job easier:

NO AGENCY APPOINTMENT NECESSARY
Your time is important. And limited. Your time with your client is even more valuable. We respect this reality. At Sentry, we don’t require an agency appointment before accepting a submission and providing a quote. We also don’t require a minimum number of submissions or premium threshold. Why make starting our relationship difficult?

Instead of individual agency appointments, a conversation now and then will make sure you have a basic understanding of our company, our products and services, and our capabilities. When you think we might be a good fit for a particular client, we’re happy to answer any questions, fill in any gaps, and structure alternatives to meet your clients’ particular coverage targets and risk-taking appetites. Just give us a call. We’re happy to provide information over the phone or meet—as you see fit.

FLEXIBLE COMMISSION OPTIONS
We want to work with you to make sure you’re compensated appropriately:

• We can structure our quotes to include a commission load or not, as you specify. Because we don’t have pre-established commission percentage loads, tailoring your commission within what you want to deliver to your client is easy.
• If you operate on a fee basis with your client, we can quote net of any commissions.
• Transparent billing practices (more on this on pages 8-9) keep surprises from hurting your relationship with your clients.

These flexible options let us streamline our practices to fit your business model.

VALUE-ADDED SERVICES
By providing more than insurance at no extra charge, we show your clients how we—and you—continue to work hard to earn their business. More on these on pages 10-13.
Access = influence

Ever feel like your questions or requests get lost in the shuffle? Not with us. We hear you. We really do. In fact, you and your clients have immediate access to our top-level decision makers. The result? Our senior management keenly understands the broker perspective.

And we follow through, too. Your clients’ service teams will ensure we find solutions that work for them.

Nimble, centralized operations

Our leadership and much of our support team are located at our headquarters in Stevens Point, Wisconsin, where we’ve made our home for more than 110 years. They assist our own field representatives stationed around the country—including safety and industrial hygiene specialists. Because we don’t rely on outsourced or independent field operations, we can be more responsive when time is critical. Additionally:

- Our executives are in constant contact, ensuring your submissions are reviewed and quotes released as quickly as possible
- Our team can get together for face-to-face negotiations, promptly and efficiently delivering top-notch front-end service
- Billing, rating, audit, and client advisory personnel are also in-house, smoothing operations
Our service team. Your go-to resource.

At Sentry, we use a service team approach to deliver value to you and your clients that's based on meaningful, lasting relationships.

When your clients insure with us, they—and you—work with a specific team of experienced professionals. We provide strong and stable service teams through a combination of experience, expertise and low turnover.

While each member of this service team has an important role, key individuals have ultimate accountability. The result: both you and your client have no question about who to call when a need arises.

**REGIONAL CLAIMS SERVICE CENTERS**
- Stevens Point, Wisconsin
- Westford, Massachusetts
- Richmond, Virginia
- Scottsdale, Arizona

**INSIGHTFUL SALES PROFESSIONALS**
Our sales team is made up of the director of sales, your territory executive, underwriting executive, and underwriting tech. It's their job to develop innovative, custom plans for your clients.

**IN-HOUSE CLAIMS**
Our in-house claims team is ready to take care of all the details—promptly, accurately, and efficiently. Claims for national accounts are coordinated through dedicated national accounts claims services specialists. They actively manage and resolve claims to save your clients money using a combination of well-established best practices and your clients’ special handling instructions. Our prudent, cost-effective claims service can mitigate the impact of workers’ compensation, auto, and liability losses.

**PROACTIVE SAFETY SERVICES**
Our Safety Services team can help your clients save lives, time, and money. We believe so strongly in the importance of promoting a culture of safety that we put a dedicated safety consultant on every service team. Our safety team’s job is to collaborate with you and your client to provide training as requested, and to guide your clients through dealing with risk scenarios, managing regulatory demands, training management and employees, and solving program gaps.

*We’re there when you—and your clients—need us most.*
Our team supports you and your client by providing steady relationships and a strong, stable platform.

**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
- An appropriate sense of urgency for each claim and inquiry
- Long-term accountability
We provide the coverage and options your clients want.

At Sentry, we know each of your clients’ businesses aren’t exactly like any other. That’s why we get to know each customer first, then customize coverage and options for them.

Moreover, a given 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 and your clients well over time.

**FLEXIBLE GENERAL LIABILITY PROGRAMS**
Your general liability options include:
- Guaranteed cost
- Deductible
- Self-insured retention

**AUTO PROGRAMS**
Your auto options include:
- Guaranteed cost
- Deductible
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

Innovative security options

Our security options let you choose what fits your clients’ collateral requirements, risk management program, and financial structures best. We’ll work with you to find optimal solutions based on five primary options:

- **Prefunded loss plans**: Estimated ultimate losses and loss adjustment expenses are held in a loss fund. All premium and loss fund obligations are payable in twelve installments, with annual adjustments to estimated losses thereafter. No collateral required.

- **Monthly incurred plans**: Paid and case reserve activity are billed monthly, offering many of the same cash flow advantages as a paid loss plan. Provides the benefit of a reduced or waived collateral requirement depending on the financial strength of the insured. No loss fund required.

- **Cash as collateral**: Cash is posted as collateral. We pay interest on the amount of cash posted. As opposed to other methods, there’s no surcharge for posting cash.

- **Trusts as collateral**: Available to accounts with above-average financial strength, this option typically offers a more cost-effective approach to posting collateral than a letter of credit. We may pay interest on the assets posted.

- **Letters of credit**: Collateral requirements funded through letters of credit.

- **Surety bonds**: Performance or financial responsibility guaranteed by a third party.
Our cost-containment services save your clients money.

NATIONAL PHARMACY PROGRAM
Our pharmacy program, administered by Optum™, can help your clients control the cost of pharmacy benefits.

Our approach can provide you with a typical savings of 30 percent below the retail fee schedule. With more than 70,000 participating network pharmacies, it’s easy to take advantage of the program.

LITIGATION AND SUBROGATION RESOURCES
While your clients may choose to use their own defense counsel, we can recommend a defense firm if needed. We have long-term relationships with defense firms that follow our strict guidelines for cost controls, interim billing, and updating.

Similarly, our subrogation team is specifically trained to evaluate and pursue potential third-party recoveries. We use sophisticated proprietary technology to identify claims with subrogation potential. Of course, we explore subrogation opportunities and discuss potential case-specific results with the customer 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.

SPECIAL INVESTIGATION UNIT
Speaking of investigations, our in-house investigation team looks out for our customers by evaluating and pursuing 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). Your clients pay no fees associated with our Special Investigation Unit.

Case-by-case reserving
We don’t require reserves to meet a worst-case scenario. Instead, we keep your clients’ cash flow fluid by working with them to reserve on a case-by-case basis. Our extensive experience lets us develop a reserve based on the nuances of each claim.
## Flat rate bill review

<table>
<thead>
<tr>
<th></th>
<th>Sentry</th>
<th>Competitor A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original number of bills</td>
<td>1,032</td>
<td>1,032</td>
</tr>
<tr>
<td>Original billed amounts</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Average percent of savings from bill review</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Estimated dollar savings from bill review</td>
<td>$340,000</td>
<td>$340,000</td>
</tr>
<tr>
<td>Amount due after bill review</td>
<td>$660,000</td>
<td>$660,000</td>
</tr>
<tr>
<td>Fees for bill review**</td>
<td>$1.30 per bill</td>
<td>25% of savings</td>
</tr>
<tr>
<td>Fees charged by carrier</td>
<td>$1,342</td>
<td>$85,000</td>
</tr>
<tr>
<td><strong>Additional net savings with Sentry</strong></td>
<td><strong>$83,658</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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. We access the nation’s largest PPO networks, 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:

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

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 the most efficient, cost-effective solution.**

*Vendor charges subject to change
We can help your clients save lives, time, and money. Led by a representative on the service team, our Safety Services team also includes:

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

Your clients can rely on our certified safety consultants to guide them through risk scenarios, regulatory demands, training, and program gaps. Our singular goal is reducing their losses by helping them prevent problems from happening in the first place.

**Your clients’ designated safety consultant can help your clients by:**
- Promoting an overall safety culture
- Coordinating training
- Completing safety program assessments
- 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 resources

We have the resources your clients can use to make managing risk a core priority. These tools help them control workplace hazards, reduce insurance costs, and increase productivity.

SENTRY INSIGHT® RISK MANAGEMENT AND SUPPORT
We provide you and your clients complete access to our powerful, complete, and easy-to-use risk management system, Sentry Insight, at no additional charge. There's no limit to the number of users or hours of usage. This real-time claims information system allows you and your clients to actively monitor individual claim activity, as well as generate desired loss reports. It makes managing risks easier than ever. Robust features include:

- **Claim information on demand:** Both comprehensive overviews and specific claim details are always available online.

- **Convenient reports:** You and your clients 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. You and your clients can run reports on standard templates or customize their own.

- **Real-time, multichannel alerts:** You and your clients are quickly notified of critical information and important events with proactive communications via text, email, and online.

- **Safety resources:** You and your clients 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.

- **Watch List:** You and your clients can use our Watch List to keep track of important individual claims and ensure nothing falls through the cracks.
SENTRY CONNECT® CLIENT REPORTING AND INFORMATION SERVICE

Our proprietary risk management tool forms the core of our client reporting and information system. It provides your clients access to:

- 24-hour online claim reporting and tracking
- Safety library and Sentry Safety Sciences—more than 200 online safety publications
- Web-based training—more than 400 web-based courses on safety topics
- Discounted safety supplies
- Links to pharmacies and PPO providers

ONLINE OSHA RECORDKEEPING SYSTEM Keeps Your Clients in Compliance

We offer an optional online system that lets your clients record and update workplace incidents information, minimizing time and manual effort. On-demand OSHA-required report generation makes staying compliant easy.

ADVANTAGES OF ONLINE CLAIMS

- Secure reporting
- Automatically completed data fields
- Access to detailed help
- Immediate claim number assignment
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, effectively managing claims when they occur, 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 us a call and let’s talk.