

Genworth Canada is Now Sagen

You've probably noticed that Genworth Canada introduced its new brand on Tuesday, October 13 and is now known as Sagen™. Sagen is the business name of Genworth Financial Mortgage Insurance Company Canada. This is not a legal name change but rather a new branding name for our website and marketing materials.

Subject to regulatory approval, we expect the legal name of "Genworth Financial Mortgage Insurance Company Canada" will be changing in the summer of 2021. We will provide advanced notice of the legal name change. Until that time, legal documents should continue to use the existing legal names for documents such as contracts, insurance confirmations, etc.

All email addresses and URLs will include @sagen.ca. We encourage you to update your bookmarks and favourites since the redirects will be temporary.

More on the rebrand

Last December, Brookfield became our majority shareholder which has provided us with the opportunity to rebrand and refine what we mean to the market. As well as our new name, we've also developed a new logo, brand colors, and our corporate website www.sagen.ca has been completely reimaged. It was an opportunity for us to tell our own story. During our focus groups, we heard some amazing feedback about our incredibly high level of service, our thought leadership on industry insights and product development, and the teamwork demonstrated by our dedicated staff. We knew that while our visuals would change, these qualities are part of our story and will live forever.

So, why Sagen? It's about an evolution from our old name to our new one.

GEN

Latin for birth

WORTH

Assigned value

Given our new ownership, we believed that "gen" should be a part of our new name as a reference to genesis or a new start. It's also a subtle way to honour our storied past. We also wanted to highlight our reputation for thought leadership and strategic thinking in our new name, so we introduced the concept of wisdom in the form of the word "sage" and placed it right up front.

SAGE

Wisdom, intelligence

GEN

Latin for birth

The result is Sagen, which represents a proud legacy powering our bright future. And though we've rebranded our foundation remains unchanged. We've been one of Canada's leading mortgage insurance providers for over 25 years, helping millions of Canadians realize the dream of home ownership. We're a company driven by the desire to be the most trusted provider for the lending community across Canada.

If you have any questions or concerns related to this update, please feel free to contact your appropriate Sagen representative below.

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Regards,



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