



Dear Team PRL,

I am excited to announce that effective June 1, 2023, I will transition to Executive Chairman of Purves Redmond Limited (PRL). Richard Doherty will continue to act as President and assume all day-to-day responsibilities of the firm, as Chief Executive Officer. As Executive Chairman, I intend to focus on providing counsel and advice to Richard and the Leadership Team with respect to PRL's strategic direction, as well as continue to foster and develop relationships with PRL clients and prospects. Rob Purves will continue to be a key member of the PRL Board, providing oversight of the company's corporate compliance and governance as Deputy Chairman and Director.

Since appointing Richard as President almost a year ago, most of you have spent time getting to know him, his strength as a leader, and his passion for our business. I am confident that PRL will continue to grow, be the best place to work, and provide an exceptional service experience for our clients under his leadership.

As I indicated in my letter to everyone when I appointed Richard as President, ensuring PRL continues to remain an independent Canadian firm that is owned and operated by active shareholders, is the best outcome for PRL's employees, shareholders, clients, and the insurers we work with. My succession and Richard's appointment was a critical step in ensuring this outcome, and I believe we could not be better positioned for the future as a result. We are firing on all cylinders and have collectively built (and continue to build) the best team of insurance professionals in Canada. I have never been more confident that being an independent, employee-owned, Canadian Insurance brokerage offers a unique and advantageous alternative for our staff and clients. I am extremely proud of the work and efforts that everyone at PRL has contributed to get us to where we are today, and equally excited for all that lies ahead in the years to come.

A handwritten signature in blue ink, appearing to read 'Peter Redmond', is written in a cursive style.

Peter Redmond
President & Chief Executive Officer
predmond@purvesredmond.com