

# About Specialty Life Insurance

A leading innovator in  
North American insurtech.



## Who we Are

**Specialty Life Insurance** is a nationwide licensed provider of personal insurance coverage. Started in Canada by Insurance Supermarket Inc. in 2015, we've since established ourselves as an innovator in the North American insurtech space.

With cutting-edge proprietary technology created in-house, we've developed industry-leading machine learning AI to support our advisors, partners, and clients. Our team of over 700 employees are located across Canada, US, and Europe.

Today, we provide trusted policies to tens of thousands of Canadians coast to coast.

As of 2022, over 150,000 families currently rely on Specialty Life Insurance for financial security. ISI has also been meaningfully expanding its operations, along with its carrier and reinsurance partners, while maintaining a key focus on providing easy and affordable access to life insurance for everyone.

**...And we are just getting started!**

## Our products

A leader in product design, development, and product administration, Specialty Life Insurance is dedicated to providing a holistic approach to insurance coverage. That's why we partner with Chubb and Humania Assurance Inc., both members of Assuris, a nonprofit organization under Canadian federal regulation to protect policyholders of life insurance instruments.

### evolution

#### Evolution Series T10,20,30,100 Life, Jr Life, Jr CI

The Evolution portfolio provides a unique life insurance solution, catering to the hard-to-insure market in addition to clients needing a personalized assessment due to past medical history or lifestyle.

Thanks to Jenie™, our real-time AI virtual underwriter, clients can receive same-day personalized assessments; no medicals, no additional questions.

For more information on the Evolution Series, click [here](#)

### Choice

#### Choice Series / CI, FE, ADD

Products in our Choice series can be sold alone or as a valuable addition to a life insurance application.

For more information on the Choice Series, click [here](#)



# Our Mission

Our guiding philosophy is to provide real and meaningful insurance protection to Canadians through our simplified products, as well as to decrease the number of underinsured families at risk.

We understand that family comes first and that protection matters. For this reason, we have made it easier and faster than ever before to provide for your clients and their loved ones. Through our unique approach, we can extend our insurance products to Canadians from all walks of life and health.

If your clients have experienced issues finding coverage in the past or are currently struggling, Specialty Life Insurance's unique suite of simplified and guaranteed coverage options will provide them with a simple way to get the financial protection they need for their families.



# Simple & Modern Solutions

Specialty Life Insurance products at their core are designed for one purpose: to deliver valuable and essential financial security to our customers.

We're continuously innovating when it comes to life insurance coverage. If you're not changing and adapting to the needs of Canadians, you aren't providing them with the right solutions – that is our belief.

Our insurance solutions are built around being simple and effective for both our partners and the Canadians who are looking for coverage. With online applications, no face-to-face appointments or paper forms, and a streamlined virtual underwriting process thanks to our virtual AI underwriter Jenie™, delivering the experience and coverage your clients deserve has never been easier.

The lives of your clients and their loved ones are important; the insurance you rely on to protect them should be as well.



# Our Core Values

Specialty Life Insurance invests in initiatives that align with our core values and gives back to our community by campaigning for causes we feel strongly about.

That's why we started the ISI Foundation which supports causes ranging from providing relief to [Ukrainian refugees](#) from the Russo-Ukrainian war to funding Parkinson's research.

The ISI Foundation is a non-profit organization; going beyond simply providing funds and covering all expenses and overhead associated with running a charity, we also engage our employees worldwide in volunteering opportunities and partner with international NGOs to further our impact.

## Latest News

Insurance Supermarket International Inc. operating under Insurance Supermarket and Specialty Life Insurance brands closes US\$100 Million Equity Investment From Gallatin Point Capital to Accelerate Global Growth. Read more about this exciting news by following this [link](#).

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