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Coughlin & Associates Ltd. join the People Corporation group of companies

Coughlin & Associates Ltd. is very pleased to announce that we are combining our business with People Corporation. As one of Canada's premier benefit firms, we wanted to partner with a like-minded company that shared our vision, values and commitment to providing exceptional products, services and advice to our clients. We have found that partner in People Corporation.

People Corporation is a leading employee benefits, group retirement and human resources consulting firm in Canada. With a growing national footprint of 28 partner offices across seven provinces, comprising over 400 professionals, People Corporation is bringing together the leading pension and benefits professionals in the industry, offering innovative and customized human resource, benefit and pension solutions to its clients.

What does this mean for Coughlin staff, clients, suppliers and vendors? What is going to change?"

Be assured that our name will not change, nor our locations in Ottawa or Winnipeg, nor the dedicated staff at Coughlin that continue to work on behalf of our clients, every day. It is business as usual. Our business model does not change and we will continue to operate on a standalone business basis, but we will be a subsidiary of People Corporation.

However, we will now be able to leverage the resources of our new partner, People Corporation, to the benefit of our clients and staff. With the financial and intellectual capital of People Corporation, we will be able to further develop and enhance our services, infrastructure and technological innovations. This is a great opportunity for us to create innovative solutions that are value-added for our clients.

Central to our decision to partner with People Corporation was what it meant for our clients. For example, with an increased size and scope, as well as the breadth of our combined national client base, we will now be able to offer:

- additional innovative proprietary products and customized services;
- sector expertise across a wide array of industries and the ability to provide our clients with products and services that are based on specific insight of their business sector; and
- increased national servicing capabilities.

Simply put, we will now have more in-house services and expertise to serve our clients better.

Furthermore, nothing will change with respect to the current plans our clients have in place through us. We will continue to provide our clients with the same level of competitively priced excellent service that they currently enjoy with Coughlin.

For our suppliers and vendors, we will continue to partner with them to help serve our clients. Nothing has changed our continued partnership with them.

This partnership will help Coughlin to continue to grow. As well, it will ensure our continuity and the long-term succession of our principals. We look forward to our new relationship with People Corporation and what opportunities it provides to our staff and clients.

We are 'still Coughlin... only better'.

Brian Bockstael, CEO and President of Coughlin & Associates Ltd. commented, "As one of Canada's well known and established benefits firms with a large and important client base we wanted to partner with a strong and like-minded national benefits organization that shares our vision, values and commitment to providing exceptional products, services and advice to our clients. We have found that partner in People Corporation." Kirby Watson, Coughlin's Chief Operating Officer added, "Working together with People Corporation, we look forward to continuing to provide our clients

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with superior advice and service, and access to the solutions that best meet their needs. Both Brian and Kirby are committed to continuing to lead Coughlin over the next five years.

Coughlin & Associates Ltd. principals, Brian Bockstael, Kirby Watson, Mark Hogan, Michel Quenneville, Brett Becker, Don McLennan (the “Principals”), and their staff bring significant experience in the group benefits and pension sector, and have used their deep knowledge and expertise to grow Coughlin into one of the premier pension and benefit consulting firms in the Canadian marketplace. In addition to providing superior consulting advice and service in the group benefits and pension administration market, they have developed unique capabilities as a Third Party Administrator providing benefit claims adjudication, payment and management to many of the most well known private and

public sector organizations in Canada. As a result, Coughlin has established an enviable reputation and very strong loyalty among its client base.

About People Corporation

People Corporation is a national provider of group benefits, group retirement and human resource services. People has offices across Canada; each led by a team of experts and backed by the resources of a national company that is traded on the TSX-V. People’s industry experts provide uniquely valuable insight while customizing People’s innovative suite of services to the specific needs of its clients. Whatever your sector, whatever your scale, putting our expertise and proven track record to work will make a difference to your people and your bottom line. Further information is available at www.peoplecorporation.com.



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Board of directors: Brian Bockstael, Kirby Watson, Mark Hogan, Brent Moore, Ken Kaitola, Michel Quenneville & Brett Becker

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