



OPTIMUM
Financial Group

50 years
building the future
on solid values

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Optimum Financial Group makes its talent culture shine

MONTRÉAL, December 12, 2019 – Optimum Financial Group is pleased to launch its new employer brand. The goal is to convey the Optimum experience as attractiveness lever for top talent to offer clients and partners a succession dedicated to preserving their financial security with the highest standards of professionalism, engagement and technical expertise.

The approach aims to share employee testimonials that are articulated around the Optimum advantages, the work environment, their professional development, as well as deeply rooted corporate values and an authentic employer promise.

“The desire to perform and succeed, while respecting our values, attracts talent at Optimum”, comments Anabelle Blondeau, President and Chief Executive Officer, Optimum Group Inc. “Our employees are mobilized by the high-quality relationship with their manager and our support towards their development. At Optimum, they participate in a corporate project and a lifelong project.”

For the celebration of its 50th anniversary, Optimum highlights the exceptional contribution of 51 employees with more than 25 years of service. They continue to grow with the Group and to build it on solid foundations to ensure its perennity.

About Optimum Financial Group

Optimum Group Inc. celebrates its 50th anniversary this year. Since 1969, the Group is dedicated to the financial security of its clients. Global and privately-owned, it is diversified in the sectors of life insurance, general insurance, life reinsurance, actuarial consulting, asset management, information technologies, and real estate. The Group has nearly 600 employees in subsidiaries mainly across Canada, the United States and in France. Its revenues generate nearly one billion Canadian dollars, its assets exceed 4.7 billion Canadian dollars and its assets under management total 7.5 billion Canadian dollars. www.optimumgroup.com

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