



2023 PURPOSE REPORT

IMA Financial Group

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LETTER FROM ROB

At IMA, our essence lies in the profound belief that success extends beyond the bottom line; it resonates in the positive impact we create in the world.

Our North Star has always been protecting assets and making a difference, guiding us through the ever-evolving landscape of our business. Our commitment to **our people, our communities, DEI, sustainability and corporate governance** means we are not just a company; we are a collective force for positive change.

Throughout this Purpose Report, you'll see our story unfold and witness our relentless pursuit of making a meaningful impact — for our associates, our clients and our communities. These pages represent a moment in time on a journey that is never-ending.

I hope you'll find inspiration in this report and know that together, we have the power to shape a future where success is measured not just in profits but in the positive change we inspire.

ROB COHEN

Chairman & Chief Executive Officer



ABOUT US

IMA Financial Group is a majority employee-owned integrated financial services company in the U.S. specializing in commercial insurance, wealth management and the future of insurtech. Our 2,400 associates are empowered to provide customized solutions for each client's unique needs.

IMA RETAIL SPECIALTIES



Aerospace
and Aviation



Cannabis



Construction



Digital Risk



Education



Energy



Government
Contracting



Healthcare



Hospitality



Life Sciences



Advanced
Manufacturing



Private
Equity + M&A



Real Estate



Technology



BEYOND THE BOTTOM LINE

The mission of IMA Financial Group and our companies is to protect assets and make a difference, not only for clients, but also within the communities in which we operate.

CORE VALUES

Professionalism - We set the standard with an unwavering commitment to excellence.

Relationships - We nurture relationships built on trust, integrity, honesty, humility and mutual respect.

Expertise - We are knowledgeable hands-on, collaborative and innovative and passionate about service.

Balance - Our environment encourages a balance of work, family and community.

Results - We constantly strive for profitable growth.

Equity - We embrace diversity, equity and inclusion and are uncompromising in our support and encouragement of all voices.

IMA Financial Group



PROTECTING ASSETS IS WHAT WE DO,
MAKING A DIFFERENCE IS WHO WE ARE.

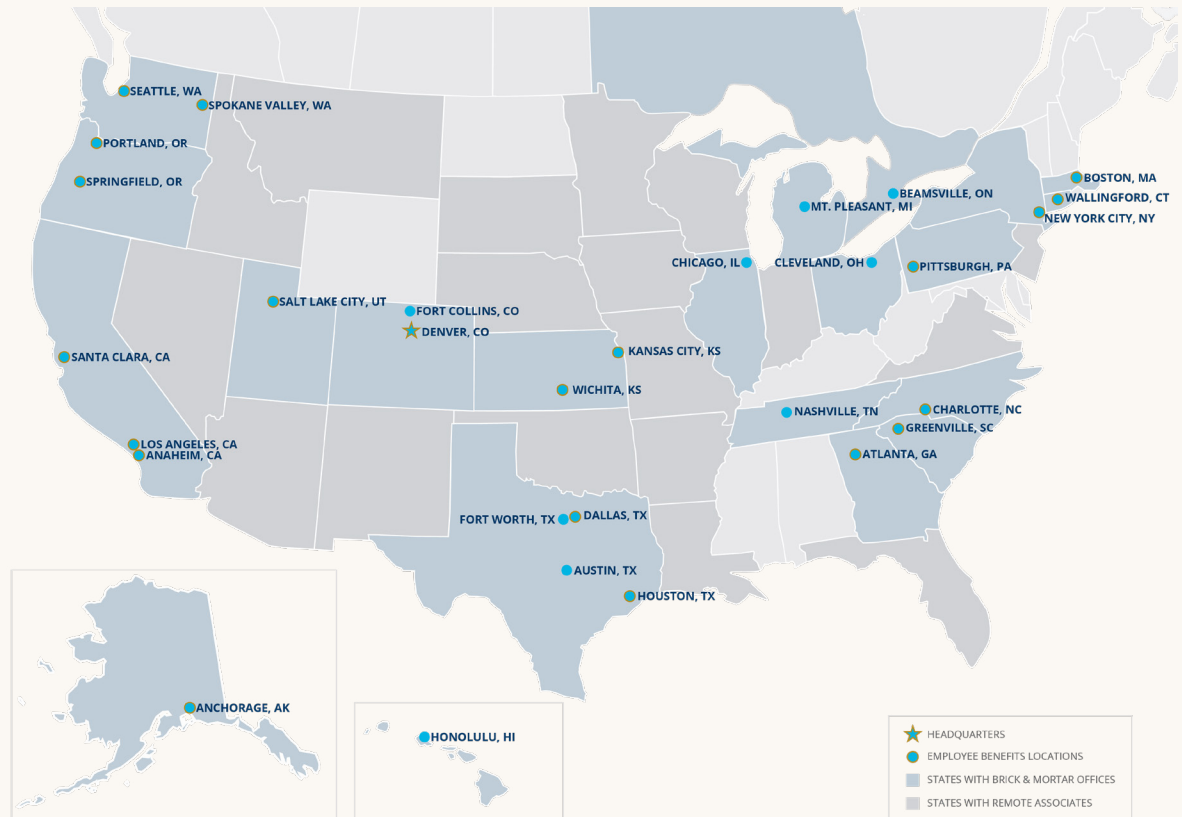


COLLECTIVE FORCE FOR POSITIVE CHANGE

IMA operates with a unique and diverse structure with offices across the country. Each location has a distinct, client-focused approach that leverages specialty expertise and a local mindset, united under the banner of One IMA.

A strong commitment to clients and shared core values form the foundation of the company's collaborative efforts, making IMA a collective force for positive change.

REGIONAL BROKER AT SCALE



COLLABORATIVE HIGHLIGHTS:
PURPOSE-DRIVEN PARTNERSHIP

Syntrinsic, an investment advisor and strategic partner to foundations, endowments, and nonprofits.

Syntrinsic is recognized nationally for its commitment to incorporating diverse investment managers and crafting and implementing bespoke impact investing strategies. Syntrinsic's capabilities enhance IMA's services by integrating purpose-driven investing with financial returns. This strategic alliance leverages Syntrinsic's investment proficiency and IMA's risk management expertise to provide comprehensive solutions to our diverse client base. Together, we aim to fortify connections with the community while staying true to both companies' shared values rooted in growth strategies.



syntrinsic
An  Company



OUR COMMUNITIES

The IMA Foundation is dedicated to supporting nonprofit organizations across our markets that align with our giving pillars. We also leverage the generosity of our associates through our matching gifts programs. Thanks to the dedication of associates who led fundraising events for their communities, our teams raised nearly \$1 million that supported 100 deserving organizations across the country. The IMA Foundation is one of the many ways IMA demonstrates its commitment to being a purpose-driven company.



RUTH ROHS

Executive Director, IMA Foundation

LAURIE HOAG-WINKLER

IMA Foundation Board Chair, 2022-2024

ABOUT THE IMA FOUNDATION

Vision: Empowering our communities to create opportunities that protect assets and make a difference.

Mission: To provide philanthropic support in the communities where we work and live.



IMPACT OF IMA FOUNDATION GRANTS

Wichita Children's Home

In 2022, Wichita Children's Home received an IMA Foundation grant to build a disc golf course. In November 2023, they unveiled the completed project, which offers kids a safe outdoor activity regardless of skill level.



Dallas Holocaust & Human Rights Museum

The Dallas Holocaust and Human Rights Museum and IMA share a commitment to promoting understanding, empathy and justice. IMA's support over the past decade has amplified the work of the museum, allowing them to educate, inspire and advocate for human rights. We especially appreciate the partnership and are proud to support the 2023 Funk Family Upstander Speaker Series. Together, we empower our community to respond positively to today's challenges.



Visit imacorp.com/foundation for more information

\$880,000+
IN GRANTS AWARDED TO **100** NONPROFITS





IMA FOUNDATION EVENTS

The IMA Foundation is grateful to all our generous sponsors who help make our events possible.

“Amwins is pleased to support the IMA Foundation and encourages our associates and offices to make a difference by participating in events and providing assistance. The approach taken by the IMA Foundation is similar to our own, where emphasis is placed on local offices and team members determining where efforts and investment can make the most impact in the areas where they live and work.”

Scott Purviance, *CEO, Amwins*

“Travelers has been a longtime partner of the IMA Foundation, and I have personally worked with them for more than 17 years. We share a commitment to building stronger communities and have a true partnership in the way that colleagues from both organizations support each other’s charitable events. It’s been a pleasure working with them over the years, and we’re looking forward to continuing to make a difference together.”

Rich Rogers, *Southwest Regional President,
Enterprise Distribution, Travelers*

+ WATCH VIDEO RECAP



\$995,000**

RAISED FROM IMA FOUNDATION EVENTS



Eugene-Springfield, OR



Denver, CO



Kansas City, KS



Wichita, KS



Salt Lake City, UT



Bellevue, WA



Dallas, TX



Pasadena, CA

* New in 2023

** Eydent and ECM, an IMA Company, hosted separate events included in this figure

ASSOCIATE IMPACT

IMA associates volunteered their time to teach literacy, tend gardens, serve meals, listen to stories and more. These hours are the backbone of our purpose and connect us to one another.

I MAKE A DIFFERENCE DAY

500 VOLUNTEERS

20 NONPROFIT PARTNERS
ACROSS THE U.S.

1,500 HOURS VOLUNTEERED

MORE THAN **11,700 TOTAL**
VOLUNTEER HOURS LOGGED

**Recorded hours do not include unsubmitted hours ineligible for IMA's Dollars for Doing or VPTO benefit programs*

Visit imacorp.com/foundation
for more information



ENGAGEMENT BENEFITS

The IMA Foundation upholds our associates' interests by supporting initiatives and making strategic contributions through various programs.

Dollars for Doers

The IMA Foundation donates \$500 to eligible nonprofits for every 20 hours volunteered by an associate at that nonprofit up to \$1,500 annually.

Difference Maker Fund

IMA's Difference Maker Fund provides aid to associates facing unexpected financial challenges.

"The [Difference Maker] funds relieved a lot of stress knowing that my bills can be paid. I have personally donated my time in helping others, and this is a great program for IMA to take care of their own employees too. Very glad to be a part of this company!"
– Anonymous Recipient

Matching Gifts

- + **General Match** - doubling associate financial impact
- + **Nonprofit Board Member Match** - helping IMA associates serve their community
- + **Tragedy Support Match** - supporting communities after tragic events

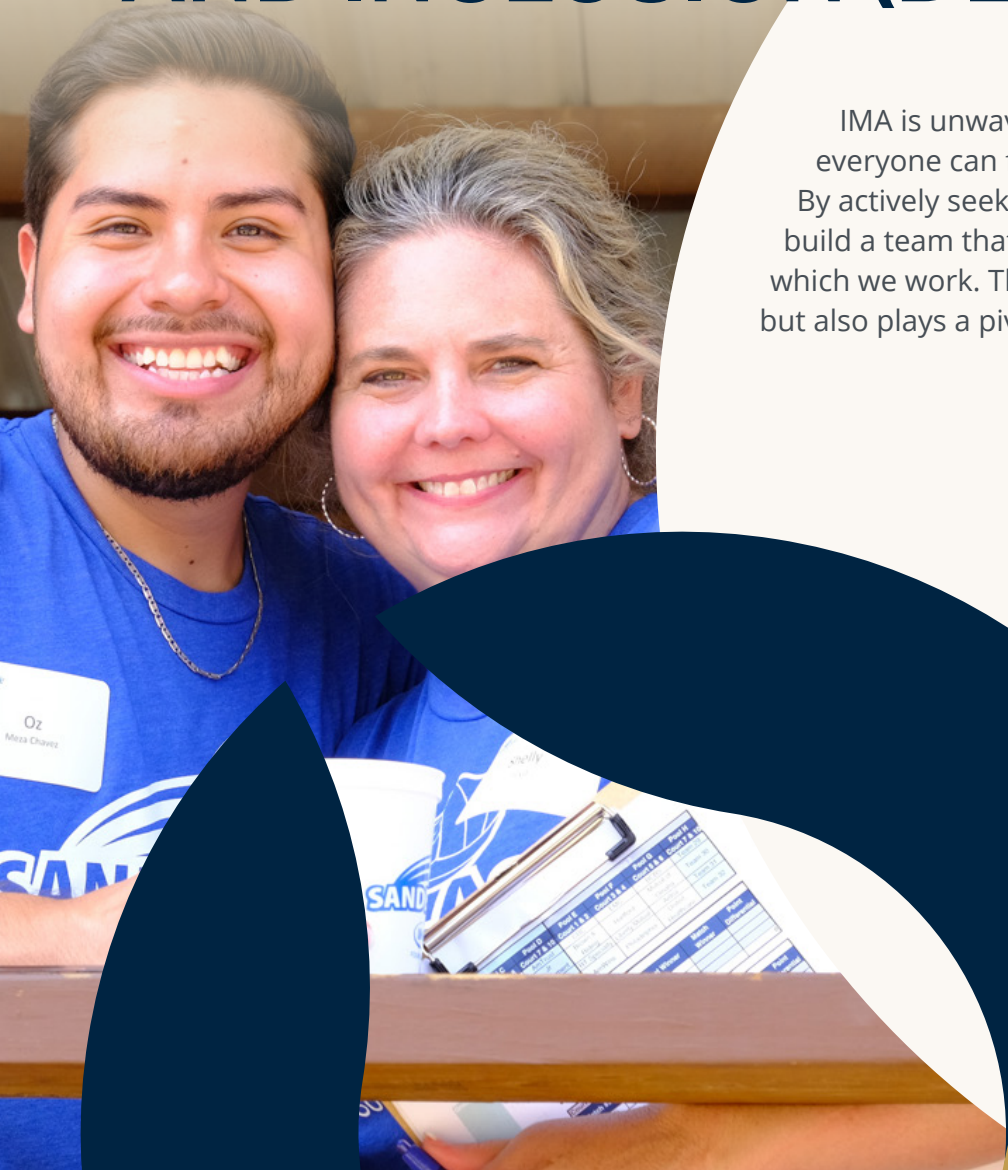


\$46,500
DOLLARS FOR
DOERS GIFTS TO
93 NONPROFITS



\$160,000 TOTAL
MATCHED BY IMA FOUNDATION

COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION (DEI)



IMA is unwavering in commitment to creating a workplace where everyone can flourish to better serve associates, clients, and communities. By actively seeking diversity in backgrounds and experiences, IMA aims to build a team that mirrors the breadth of perspectives in the communities in which we work. This commitment not only fosters innovation and creativity, but also plays a pivotal role in driving our success.

+ WATCH DEI VIDEO



IMA'S DEI STRATEGY RESTS ON
FOUR PILLARS:



TALENT



CULTURE



CLIENT



COMMUNITY

“At the heart of IMA lies a fundamental truth that DEI initiatives are not just values we uphold, but are imperative actions that drive our success. Embracing DEI means we not only reflect the world we serve but also shape a future where every voice is heard, valued and empowered.”



JUNE TAYLOR
Director of DEI



DEI REPORT 2023





DEI EDUCATION DEI SPEAKER SERIES

Through our DEI Speaker Series, a diverse range of speakers shared experiences and insights with associates to broaden teams' understanding of essential DEI topics. In 2023, guest speakers presented on:

- + **Opposing Antisemitism** — a Day of Remembrance presentation from the Dallas Holocaust and Human Rights Museum
- + **"Gentelligence"** — skill-building to navigate generational differences
- + **Southern Ute Tribe and Tribal First** — preserving and celebrating Indigenous heritage
- + **Federico Peña**, Denver's first Latino mayor and former U.S. Secretary of Transportation and Secretary of Energy — civic engagement and public service
- + **Pride in the Workplace** — creating a more inclusive workplace with insights from a panel of LGBTQ+ professionals

SUPPLIER DIVERSITY PROGRAM

As IMA's DEI initiatives have matured, we continue to assess the impact of not only our own direct actions but also our upstream impacts. This work includes examining how our choices can improve the business, our clients' businesses, and the solutions we offer. Our commitment to supplier diversity means:

- + We acknowledge that working with diverse vendors and firms can improve our supply chain and give us a competitive edge in the marketplace.
- + By collaborating with diverse suppliers, we also foster the growth of diverse enterprises and support the development of the communities where we operate.

"I believe in hiring professional service firms that are committed to including members from under-represented groups on their service-delivery teams and providing them with meaningful roles. This ensures we are preparing the next generation of professional service firm partners, CEOs and decision-making executives."



PAUL WASHINGTON

Executive Vice President

Denver Business Journal DEI Award Recipient

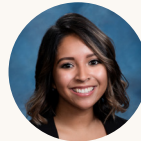




DEI COMMITTEES

Across our markets, members of IMA diversity, equity and inclusion committees celebrate diversity and proactively address issues of equality and belonging.

“Being a first-generation Latina, I’ve had to overcome challenges. But I’m here because of my willingness to approach new opportunities and to get out of my comfort zone, even if I’m the only Latina in the room. Thank you, IMA, for allowing me opportunities to advance in my career, not only in insurance but in DEI as well!”



SAYRA PORRAS

Program Analyst & Wichita DEI Committee,
Women of DEI, Wichita Business Journal

TWO NEW
ARGs IN 2023:
VETS+ AND
ASSOCIATES OF COLOR
RESOURCE GROUP



**1/3 OF OUR ASSOCIATES
PARTICIPATE IN ONE
OR MORE ASSOCIATE
RESOURCE GROUPS**

ASSOCIATE RESOURCE GROUPS (ARGs)

Associate Resource Groups (ARGs) are internal affinity groups formed by associates who share common interests, backgrounds, or experiences regarding a specific dimension of diversity. While championing inclusivity and a sense of community, ARGs also advance associates' career paths and provide tools to better serve clients and communities.





OUR PEOPLE

EMPLOYER OF CHOICE

95%

client retention rate

87%

employee retention rate

Best in Class Score of **87**

Employee Net Promoter Satisfaction Score.

IMA associates would highly recommend IMA as a great place to work.

100%*

of associates are shareholders

** as of 3/14/24*

“IMA prides itself on creating a wonderful associate experience, but it's those associates who make IMA exceptional. They are full of heart, talent and hard work.”



LEEANN MCKINNEY

Vice President, Retail Training Leader

PERSONAL + PROFESSIONAL CULTIVATION

We provide a comprehensive set of tools and benefits that equip associates to design a healthy personal and professional lifestyle.

CONTINUING EDUCATION

In the dynamic and highly technical landscape of the insurance industry, IMA advocates for continuous learning through certifications, leadership programs and other pathways.

\$1,504,074

invested in associates' continuing education in 2023

“IMA has not only given me the chance to advance my career goals within the insurance industry but has also supported my continuous learning journey to stay ahead in this evolving field, such as assisting with the pursuit of my Associate Risk Management designation.

This dedication to education enhances my ability to provide valuable assistance to our clients. I love being a part of IMA!”



ARIANA ATAZADA

Account Manager



“Just begin. This simple directive mitigates the self-limiting internal dialogue that can impede your progress. ‘Just begin’ doesn’t demand the action to be perfect, ovation-worthy or even complete. It only asks us to take a small action to end inertia. Action begets action.”



BETSY CAMPBELL

Dream Coach, from The Dream Coach Tips Newsletter

DREAM COACHING

Dream Coaches help associates connect to their sense of purpose, develop productive mindsets, and strengthen self-efficacy, ultimately enhancing shareholder value by creating an environment where each associate can thrive, all in a confidential and safe space.

A 360-DEGREE APPROACH TO WELLBEING

IMA’s comprehensive benefits packages and life balance initiatives center around associates’ holistic wellbeing. With resources such as LifeBalance PTO and expansive wellness benefits to help safeguard the health of associates and their families, IMA empowers them to lead meaningful lives and careers that benefit their futures, the company, and the communities we serve.



+ CAREERS



INTERN PROGRAM

IMA's undergraduate and graduate internship programs underscore the role of cultivating fresh perspectives within our organization. The wealth of experiences interns bring adds immense value to our teams and reflects our dedication to the continual cultivation and advancement of diverse talents within IMA.

**40 INTERNS
HOSTED IN 2023**

SAFARI

IMA proudly sponsors Safari, an apprenticeship-focused talent network in the insurance industry which allows us to host first generation college students as apprentices for a comprehensive rotational experience spanning two years. Through this program, associates develop a thorough understanding of the company and the industry, ensuring a well-rounded and immersive learning experience.

“The apprenticeship has given me the freedom of exploring different career paths within the organization while gaining exposure to the insurance industry. I have had the amazing opportunity to meet some of the most incredible people here and build strong relationships while working at IMA. It has given me the ability to take control of my future.”



DIANA CAMARGO SERRANO

Development Program Associate



FOCUS ON SUSTAINABILITY

IMA embraces a holistic approach to sustainability that extends from internal initiatives to external partnerships, all contributing to a shared commitment to positive change and environmental stewardship.

“By embracing sustainable practices, we prepare for tomorrow’s challenges and build resilience. From efficient resource management to green innovation, sustainability isn’t just about surviving; it’s about thriving in an evolving world.”



PEYTON GREENBERG

Sustainability Specialist



GREEN TEAMS

IMA Green Teams expanded from **three to 13 active locations** in 2023. These initiatives offer an avenue for IMA associates to enhance sustainability, conservation efforts and environmental consciousness in our workplaces, communities and personal lives.

Green Teams have successfully introduced a range of in-office and community programs designed to enhance IMA's innovative culture and empower associates to pursue their commitment to a more sustainable future.

2023 Green Teams Projects

- + **Bellevue** - Bike to Work Day and E-waste Recycling Drive
- + **Dallas** - E-waste Recycling Drive
- + **Denver** - Fishback Park Clean-Up and E-waste Recycling Drive
- + **Houston** - Bayou Clean-Up
- + **Mt. Pleasant** - E-waste Recycling Drive
- + **Pasadena** - E-waste Recycling Drive
- + **Portland** - E-waste Recycling Drive
- + **Spokane** - E-waste Recycling Drive
- + **Wichita** - Bike to Work Day and E-waste Recycling Drive



“The Green Teams are here to impart knowledge, create awareness and give everyone easily attainable action items they can incorporate into their daily lives. These little steps can lead to big change. To be the Broker of the Future, we have to think about how we help ensure a future for those that follow. The Green Team is how it starts.”

LIBBY OLVERA
Account Manager, Commercial Lines



The image features a photograph of a modern brick and glass building with the IMA logo on its facade. A large white circular graphic on the right side contains text. In the bottom left, there are several overlapping circular shapes in shades of blue and gold, some with dashed white outlines. A blue dashed line curves across the top right of the white circle.

REAL ESTATE

In an age where corporate responsibility is intrinsically tied to environmental consciousness, IMA's sustainability real estate strategy reflects our dedication to creating lasting, positive change.

IMA's Sustainability Real Estate Plan ensures that each office location maximizes energy efficiency, is easily accessible by mass transit and administers a strategic recycling program.

Buildings play a pivotal role in addressing climate change, accounting for almost 40% of global energy-related CO₂ emissions. IMA actively contributes to the solution by prioritizing LEED®-certified buildings in each region.

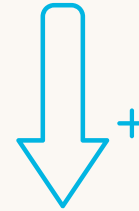
IMA CURRENTLY LEASES OVER

125,000

**SQUARE FEET OF
LEED-CERTIFIED SPACE**

LEED-certified structures outperform their non-LEED-certified counterparts by reducing building environmental impact. According to the U.S. Green Building Council®, LEED-certified buildings contribute:

34% LOWER CO₂ EMISSIONS
25% LESS ENERGY CONSUMPTION
11% LESS WATER CONSUMPTION



“I feel the positive impact of our sustainable real estate initiatives — our working spaces not only promote health but also invigorate us. I appreciate IMA’s commitment to well-being through investments in LEED-certified buildings, aligning with our dedication to corporate responsibility and environmental consciousness for lasting positive change.”



SPENCE HOOLE
President, IMA Mountain Region



SUSTAINABILITY AT WORK

IMA's specialized environmental teams combine profound expertise and comprehensive knowledge to identify and manage clients' environmental risks. In navigating the dynamic intersection of a changing planet and market demands, our teams stay ahead of emerging challenges. This proactive approach safeguards clients against exposures while securing favorable pricing and conditions from insurance carriers, maximizing strategic advantages in the ever-evolving field of environmental risk management.

Our specialized sustainability teams support clients with the following:



**Carbon Credits
Insurance Program**



**Environmental
Practice**



**Wildfire Mitigation
Services**



**Sustainability Advisory
Services**



**Renewable Energy &
Carbon Tax Expertise**

IMA AT WORK: SUSTAINABLE COLLABORATIONS

IMA recognizes the strength in partnering with like-minded companies that share our commitment to environmental and social initiatives while doing good business. IMA is dedicated to cultivating relationships that go beyond business to emphasize shared responsibility for the well-being of our communities and the planet.



PROJECT
CANARY

“Since 2019, the team at IMA has shown that it is more than just an insurance broker and has gone above and beyond to help GRID Alternatives build a safer and more sustainable future for all. IMA has been a great resource in helping us develop our programming in our ever-growing challenge of keeping employees, participants, and homeowners safe. They have shown up as volunteers at GRID installations and made generous donations to fuel our work to build a renewable energy future for all.”

GRID ALTERNATIVES



RESPONSIBLE GOVERNANCE

IMA steadfastly upholds the highest ethical standards and responsible oversight. Aligned with IMA's Core Values, our commitment to exceptional leadership and trustworthy internal systems cultivates a culture of operations rooted in assurance and openness.

EXPERTISE AND OVERSIGHT

Committees: Audit, Executive Compensation, Governance & Nominating
IMA is dedicated to supporting diversity throughout the enterprise, with an emphasis on enriching representation within its board of directors and executive leadership.

"I am deeply committed to upholding the highest standards of leadership and accountability within our organization. The committee plays a pivotal role in shaping the strategic direction of IMA, ensuring that our leadership embodies integrity and diversity. Being the Head of the Governance & Nominating Committee and the Director of Education remains a key priority, ensuring our board comprises talented individuals with diverse skills and backgrounds, ultimately contributing to the sustained success and ethical foundation of our institution."



HAROLD MORRISON

IMA Board of Directors, Head of the
Governance Committee

BOARD OF DIRECTORS

Robert L. Cohen

Chairman & CEO | Director

Luke Proctor

President | Director

Steve Brockmeyer

President, West Region | Director

Jeremy Dancu

Observer Director

Sean Donovan

Observer Director

Venita Fields

Director

Kyle P. Hudson

Executive Vice President | Director

Robert J. Kestenbaum

President, Northeast | Director

Stephen G. McConahey

Director

Harold Morrison

Director

Robert Mulcare

Voting Director

Colleen Savoie

National Specialty Practice Lead | Director

Rebecca Schlacter

Observer Director

W. Kent Sorrells

Observer Director

Nancy Tuor

Director

CORPORATE GOVERNANCE POLICIES

- + Equal Employment Opportunity
- + Non-Discrimination and Anti-Harassment Policy
- + Disability & Pregnancy Accommodation Statement
- + Religious Accommodation Statement
- + Code of Conduct
- + Anti-Bullying Policy
- + Cyber Security Policy
- + Information Technology Policy
- + Open Communication

Safe Harbor Statement: The information provided herein may contain forward-looking statements, and actual results could differ materially from those anticipated. Factors that could cause actual results to differ materially include, but are not limited to, economic and market conditions, regulatory changes, and unforeseen developments. The company undertakes no obligation to update or revise any forward-looking statements.



AWARDS & RECOGNITION

Performance and Industry Expertise

- + Inc. 5000 **Fastest-Growing Companies**
- + **Silver Globe® Winner** — Disruptor Awards

Workplace Excellence

- + Business Insurance **Best Places to Work**
- + Inc. Magazine **Best Workplaces**

Recognized as a “Best Place to Work” in ...

- + Charlotte
- + Connecticut
- + Denver
- + Kansas City
- + Los Angeles
- + Salt Lake City
- + Wichita

Protecting Assets. Making a Difference.

- + Denver Business Journal’s Largest Denver-Area Corporate Foundations
- + Denver Business Journal’s Top Denver-Area Corporate Philanthropists
- + Goodwill Industries of Kansas – Business Partner of the Year
- + The Colorado Sun Best Company That Gives Back

