



MSI Celebrates 10 Years of Service and Insurance Innovation

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TAMPA, Fla.--(BUSINESS WIRE)--Jan. 28, 2025-- MSI™, one of the largest independent managing general agencies (MGAs) in the United States, announced today its 10-year anniversary, marking a decade of commitment to finding specialized insurance solutions to important risks facing individuals and businesses.

Founded in 2015, MSI has grown from a start-up offering fully digital renters insurance to a top three independent MGA offering more than 20 products and solutions across personal, commercial, and professional lines. It collaborates with insurance company partners to design and distribute insurance solutions through agents, brokers, and technology partners. Last year, the company achieved a significant milestone of writing more than \$1 billion in in-force premium.

"Our 10-year anniversary is a celebration of the trust that our capacity providers, distribution partners, and customers have in us, along with the dedication of our talented colleagues who have a passion for building insurance better," said Jim Roche, Co-Founder of MSI. "As we look to the future, we remain committed to delivering innovative insurance products and solutions that make a positive impact on those we serve."

In addition to Roche, MSI was co-founded by Brian Schultz with a vision to build a better business model for renters insurance by leveraging technology to deliver an easy online experience for customers. Building from that platform, MSI now serves over 1.5 million customers across a broad suite of insurance products to protect what matters most to them.

As MSI enters its second decade, the company plans to build on its legacy by continuing to deliver profitable underwriting results, invest in technology, expand product offerings, and cultivate its reputation for attracting industry-leading talent.

"We look forward to the next decade of serving our customers and strengthening our relationships with our capacity and distribution partners," said Amy Carlisle, President of MGA Solutions at MSI. "As we continue to expand our diverse product suite, we remain focused on maintaining a disciplined approach to risk management and the highest standards of operational excellence."

ABOUT MSI

MSI, the go-to-market brand name for Millennial Specialty Insurance, LLC, is one of the largest independent managing general agencies (MGAs) in the United States and an indirect subsidiary of The Baldwin Insurance Group, Inc. ("Baldwin") (NASDAQ: BWIN). Offering more than 20 insurance products and solutions across personal, commercial, and professional lines, MSI thrives on solving challenges, delivering responsive service, and providing an easy insurance experience to its distribution partners and more than 1.5 million customers. Combining deep underwriting expertise with (re)insurer risk capacity, MSI creates specialized insurance solutions that empower our distribution partners to meet customers' unique needs. MSI is committed to delivering exceptional service and rapid resolutions to customers throughout the policy lifecycle and to building insurance better. Founded in 2015, MSI joined The Baldwin Group in 2019. For more information, please visit www.msimga.com.

ABOUT THE BALDWIN GROUP

The Baldwin Group, the brand name for The Baldwin Insurance Group, Inc. (NASDAQ: BWIN) and its affiliates, is an independent insurance distribution firm providing indispensable expertise and insights that strive to give our clients the confidence to pursue their purpose, passion, and dreams. As a team of dedicated entrepreneurs and insurance professionals, we have come together to help protect the possible for our clients. We do this by delivering bespoke client solutions, services, and innovation through our comprehensive and tailored approach to risk management, insurance, and employee benefits. We support our clients, colleagues, insurance company partners, and communities through the deployment of vanguard resources and capital to drive our organic and inorganic growth. The Baldwin Group proudly represents more than two million clients across the United States and internationally. For more information, please visit www.baldwin.com.

NOTE REGARDING FORWARD-LOOKING STATEMENTS

This press release may contain various "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, which represent Baldwin's expectations or beliefs concerning future events. Forward-looking statements are statements other than historical facts and may include statements that address Baldwin's future operating, financial or business performance or Baldwin's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may," "might," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "projects," "potential," "outlook" or "continue," or the negative of these terms or other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements.

Factors that could cause actual results or performance to differ from the expectations expressed or implied in such forward-looking statements include, but are not limited to, those described under the caption "Risk Factors" in Baldwin's Annual Report on Form 10-K for the year ended December 31, 2023 and in Baldwin's other filings with the U.S. Securities and Exchange Commission (the "SEC"), which are available free of charge on the SEC's website at: www.sec.gov, including those risks and other factors relevant to Baldwin's business, financial condition and results of operations. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to Baldwin or to persons acting on Baldwin's behalf are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and Baldwin does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be required under applicable law.

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