

Dear Valued Arcana Customer,

When the Arcana partners decided about a year ago to look at the possibility of selling the company, our number one priority was the integrity of the purchasing company and the people who managed its day-to-day activities. It was important to the partners, inclusive of Susan and I, to not only find a company that would take care of our customers and employees the way we have tried over the past 16 years but one that would also have a positive impact both immediately and in the long term.

I am proud to say, after working with the Baldwin Risk Partners/Millennial Specialty Insurance (BRP/MSI) Group over the past 6 months, they have shown that they are that company. The BRP/MSI leadership has focused on making the Arcana Group the best in the real estate insurance niche by never being satisfied and constantly looking for ways to improve the customer experience, both through technology advancements and hiring the best talent in the business to help drive our growth.

Over the next three months, the Arcana Brand will be replaced entirely by MSI, Millennial Specialty Insurance. You've already noticed it in our email signatures, marketing materials, website, and if you have received a check or ACH recently. This decision is one that I made over 60 days ago, one the BRP/MSI people were surprised but honored, and a decision that was made easier each day that I worked here.

It's important to note that only our look is going to be updated branding-wise, but the functionality of our platform will remain the same and your day-to-day business will not be affected. This transition will aid us in serving all our clients better as we are working to further improve our offerings as we move through the rest of the year.

For additional information on MSI, I encourage you to click on the link <https://msimga.com> to really understand who we are now and where we are headed. Susan and I are so excited to be here, that we have committed to at least the next three years as part of the MSI executive team.

I personally thank each and every one of you for being our customer, for many of you over 15 plus years, and trusting us to take care of your insurance needs.

If you have any questions or concerns, please do not hesitate to contact me on my cell phone or email address.

Sincerely,

Mark A. Gannaway, CPCU