



NEWS RELEASE

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EMC Insurance Companies Forms Partnership With Tech Startup MākuSafe.

DES MOINES, Iowa (Jan. 23, 2017)—EMC Insurance Companies announces a partnership with tech startup [MākuSafe](#). Based out of Ankeny, Iowa, the innovative company developed patent pending wearable technology that monitors environmental exposures to identify risks in industrial workplace environments.

“We could not be more excited to be working with EMC Insurance Companies here at MākuSafe. Their approach to innovation and delivering ever-increasing value to their agencies and customers is something that makes them an appealing partner for startups looking to create products in the InsureTech space,” says Gabe Glynn, cofounder and CEO of MākuSafe. “We’re confident that with their capital investment, team of industry experts and commitment to delivering value to their customers, we will help perpetuate the EMC corporate mission. We thank them for joining our team.”

“We are serious about using data to find innovative solutions and are willing to invest in companies that can add value for our policyholders and agents,” says Scott Jean, executive vice president for finance and analytics at EMC. “In particular, we are looking for companies that make EMC and our independent agents stand out from others.”

Since 1926, EMC Insurance Companies has provided policyholders with expert evaluations, technical expertise and effective loss control solutions. Today, with the support of leading-edge technologies, EMC has one of the most sophisticated loss control teams in the insurance industry.

EMC Vice President of Risk Improvement Bryon Snethen adds, “We are enthusiastic about the possibility of enhancing what we do with more insight into our risks. MākuSafe’s wearable technology records data that can be monitored in real-time by safety managers and then archived for incident reporting.”

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,200 employees. The company was organized in 1911 to write workers’ compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and

one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

About MākuSafe

MākuSafe was formed by a powerful team of software, hardware and data engineers in an effort to prove that workplaces can be made safer by gathering environmental data around workers while they work. Using analytics and machine-learning technology, MākuSafe can turn that data into predictors to prevent accidents before they happen. www.makusafe.com

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