



**BF&M Limited**  
**BSX: BFM.BH**

**For immediate release**

## **BF&M Introduces New Brand Ahead of Annual General Meeting**

*'Allshores' brand unifies two proud Bermudian companies under one cohesive identity*

*Annual General Meeting to be held on May 14<sup>th</sup>*

**Hamilton, Bermuda – April 29, 2025— BF&M Limited ("BF&M") (BSX: BFM)** today announces that subject to shareholder approval at the forthcoming AGM and registration formalities, the group holding company will be renamed Allshores Limited.

The current BF&M group was formed through the combination of BF&M and Argus at the beginning of 2025. The proposed new name of Allshores reflects the deep histories of both legacy companies in bringing together and serving communities across Bermuda and other island and island-like territories in the Caribbean and Europe. It also signals our continued commitment to delivering positive outcomes for the communities we currently serve, as well as those we may serve in the future.

Alongside the new name, the company released its new visual identity:



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The group also plans to unify its diverse operating businesses under the Allshores brand beginning in late 2025, with the exception of its broking businesses, which will continue to operate under their existing brands. This broader rebranding initiative supports our long-term strategy to strengthen brand identity across our international markets.

In the short term, however, subsidiary businesses will continue to operate under their existing brands. Customers and commercial partners will be kept informed of any planned changes as they arise and need to take no action at this stage.

"We're stepping decisively into the future with a unified identity. The new name honours our shared history of serving island and island-like territories, while giving us a single brand voice across all our businesses and regions. It brings our teams together under one banner as we execute our plans to grow value for shareholders and continue delivering excellent products and services to our customers" said Abigail Clifford, Group President and Chief Executive Officer.

### **About the Annual General Meeting**

The 2025 Annual General Meeting of common shareholders on Wednesday, 14 May 2025 at 10:00 a.m. (AST). The meeting will be held at BF&M's offices at 112 Pitt's Bay Road, HM 08, Bermuda. Instructions on how to participate in the 2025 AGM are provided in the Notice of Meeting sent to all shareholders. Voting is encouraged using your unique control number by visiting [www.proxyvote.com](http://www.proxyvote.com), by calling 1-800-690-6903, or by completing and returning your proxy card by mail to the Company's Registered Office at 112 Pitts Bay Road, HM 08, Bermuda.

### **ENDS**

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### **About BF&M Limited**

BF&M Limited is the holding company of the BF&M group of companies ("**BF&M Group**"). The two largest operating companies within the BF&M Group are BF&M Life Insurance Company Limited, a leading provider of life, health and pensions products, and BF&M General Insurance Company Limited, the leading general insurer providing all forms of property, casualty, motor and marine products. The BF&M Group includes several other companies including Argus Group Holdings Limited and its group of companies, BF&M Investment Services Limited, Scarborough Property Holdings Limited, Island Heritage Insurance Company, Ltd., and Island Heritage Retirement Trust Company Ltd.

### **For queries, contact:**

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