

## EXTERIOR SIGN ENDORSEMENT

### PROPERTY INSURED

This Endorsement insures Exterior signs located on the “premises” specified on the “Declaration Page” or on the schedule known to the Insurer or the property of others for which the Insured is legally liable anywhere in Canada.

### PERILS INSURED

This Endorsement insures against all direct physical loss or damage to the property insured from any external cause except as hereinafter excluded.

### PERILS EXCLUDED

This Endorsement does not insure against loss or damage resulting from, contributed to or caused directly or indirectly by:

- a) loss or damage caused by wear and tear or mechanical breakdown, deterioration, inherent vice or latent defect;
- b) loss or damage caused by electrical currents other than lightning, unless fire or explosion ensues and then only for the loss or damage caused by such ensuing fire or explosion;
- c) loss or damage sustained while the property insured is actually being worked upon, including installation, repair or maintenance, and where any loss or damage is due thereto, unless fire or explosion ensues and then only for the loss or damage caused by such ensuing fire or explosion;
- d) loss damage caused by marring or denting unless directly caused by fire, explosion, theft, collision, upset or overturn of a transporting conveyance;
- e) loss or damage caused by strikers, locked out workmen or persons taking part in labour disturbances, or riots, or civil commotions;
- f) property illegally acquired, kept, stored or transported, or property seized or confiscated for breach of any law or by order of any public authority;
- g) loss or damage caused by the neglect of the insured to use all reasonable means to save and preserve the property at and after any disaster insured against or when the property is endangered by fire in neighbouring premises;
- h) loss or damage caused by dampness of atmosphere or extremes of temperature.
- i) Proximately or remotely zoning or the demolition, repair or construction of signs, which by-law, regulation, ordinance or law makes it impossible to repair or reinstate the property as it was immediately prior to the loss.

### CONDITIONS

#### a. Deductible

The insurer is liable for the amount by which the loss or damage caused by any of the perils insured against exceeds the amount of the deductible specified on the “Declaration Page” in any one occurrence. If one occurrence could lead to the application of more than one deductible only the largest deductible will apply.

#### b. Territorial Limits

The insured property is covered while in transit or otherwise within the territorial limits of Canada or the continental United States of America (excluding Alaska).

**c. Catastrophe Limit**

The Insurer shall not be liable for more than the limit of insurance specified as a catastrophe limit on the "Declaration Page" of the policy to which this Endorsement is attached in any one loss, casualty or disaster either in the case of partial or total loss or any other costs and expenses or all combined.

**d. Co-Insurance**

The insurer shall not be liable for a greater proportion of any loss or damage to the property described herein than the sum hereby insured bears to 100% of the actual cash value of said property at the time such loss shall happen, nor for more than the proportion which this policy bears to the total insurance thereon.

**e. Basis of Settlement**

Unless otherwise provided, the Insurer is not liable beyond the actual cash value of the property at the time any loss or damage occurs and the loss or damage shall be ascertained or estimated according to such actual cash value with proper deductible for depreciation, however caused, and shall in no event exceed what it would then cost to repair or replace the same with material of like kind and quality.

ALL OTHER POLICY TERMS, LIMITS AND CONDITIONS APPLY