



NEWS RELEASE

American Integrity Surpasses 40,000 LinkedIn Followers, Reflecting Industry Leadership and Stakeholder Engagement

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Growing audience recognizes American Integrity's trusted voice on insurance and leadership, while celebrating its employee culture, community impact, and commitment to serving policyholders, independent agents, investors, employees, and communities across the property insurance industry.

TAMPA, Fla.--(BUSINESS WIRE)-- American Integrity Insurance Group, Inc. (NYSE: AII) ("American Integrity," "we," "us," "our," or the "Company"), a Tampa-based property and casualty insurance holding company and one of Florida's leading providers of residential property insurance, today announced that it has reached a significant milestone on LinkedIn, surpassing 40,000 followers, reflecting continued engagement with policyholders, independent agents, employees, investors, and the broader property insurance community.

While follower counts often measure popularity, American Integrity views the achievement as a reflection of the relationships the Company has built with policyholders, independent agents, employees, stockholders, community partners, and others who have chosen to engage with its story.

"For us, this accomplishment isn't about social media," said Bob Ritchie, Founder and Chief Executive Officer of American Integrity. "It's about trust. Every person who follows American Integrity has chosen to connect with our company, our people, and our mission. We don't see 40,000 followers – we see 40,000 relationships, and we're incredibly grateful for each and every one of them."

American Integrity has cultivated a LinkedIn community that rivals—and in many cases exceeds—organizations many times its size by consistently sharing meaningful content that educates, informs, and celebrates the people,

partnerships, and purpose behind the business.

Rather than focusing solely on insurance products and services, the Company's content strategy emphasizes customer stories, employee recognition, community involvement, leadership insights, educational resources, industry expertise, and events that provide a behind-the-scenes look at the organization's culture and mission. The Company's digital presence has become an extension of its broader mission to lead with integrity, transparency, and service.

"Our goal has never been to chase algorithms or viral moments," Mr. Ritchie added. "We've simply tried to tell authentic stories about the people who make American Integrity what it is. When organizations consistently lead with authenticity, people respond."

Since launching its renewed brand strategy, American Integrity has continued to expand its digital presence while strengthening relationships across the insurance industry and the communities it serves. The Company believes thoughtful communication, transparency, and authentic storytelling help build lasting trust with all of its stakeholders.

Mr. Ritchie continued, "Forty thousand followers isn't the story. The story is what those 40,000 people represent—trust, connection, and a shared belief in who we are and where we're going. We're honored they've chosen to be part of our journey."

As American Integrity looks ahead, the Company remains committed to sharing the stories that matter most while continuing to educate, engage, and strengthen relationships with policyholders, independent agents, investors, employees, and the communities it serves.

About American Integrity Insurance Group, Inc.

American Integrity Insurance Group, Inc. (NYSE: AII) is a leading provider of residential property insurance, focused on delivering innovative, reliable coverage to homeowners throughout the Southeast. Built on a foundation of integrity, resilience, and service, the Company's mission is to be the most trusted and responsive insurance solution in the markets it serves. Founded in 2006 and headquartered in Tampa, American Integrity is committed to protecting policyholders with strength and purpose—today and for generations to come. For more information, visit www.aii.com and follow the Company on [LinkedIn](#).

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