



TREATING CUSTOMERS FAIRLY MISSION STATEMENT

Our mission is to work in partnership with our members in delivering effective and appropriate financial solutions to customers.

We believe that Treating Customers Fairly is about delivering a fair outcome to our customers whilst offering a first class business service. It is embedded in the culture of the Network and our member firms, and our customers can be assured of this as:

- We are open about the way we carry out our business and how we are remunerated
- We welcome customer feedback on a regular basis
- We encourage all our staff to continue with their professional development
- Our business is about our customers, and we are always conscious of this.

We look at all areas of our business on a regular basis to ensure that:

1. Customers can be confident that they are dealing with a firm where the fair treatment of customers is central to our firm's culture.
2. We consider our customers when promoting new services and products and ensure that it is relevant to them.
3. Our customers are provided with clear information and we keep them informed before, during, and after the point of sale.
4. Where advice is provided, we take time to understand our customers' situation and ensure that our advice is suitable and appropriate.
5. We meet our customer's expectations, providing them with a level of service and products that is of an acceptable standard.
6. We will ensure that our customers can switch providers, change products, surrender policies and make any complaints without any undue barriers.