



## TREAT CUSTOMERS FAIRLY CHARTER

At BSN, the Chairman, the Board and the Senior Management are committed to deliver fair outcomes for our customers by putting our customers at the heart of everything we do. We are committed to providing clear and honest advice, making sure that the financial products we offer are suitable for our customers. We believe in providing fair outcomes for customers helps us to build and foster long-term relationships with our customers. This Charter specifies our commitment to provide the highest standards of fairness in all our dealings with our customers.

In order to protect the interests and financial well-being of our customers:

**1. BSN commits to embed fair dealing into our institution's corporate culture and core values**

- a) We will set minimum standards on fair business practices in all dealings with our customers. This includes providing financial services or products suitable to our customers' financial circumstances and preserving the confidentiality of our customers' information at all times.
- b) We will ensure access to and the usage of quality, affordable essential financial services to satisfy our customers' needs through an expanded range of products and services and increased convenient access, especially in the rural and sub-urban areas.
- c) We will take customers' feedback seriously and provide constructive feedback to our staff.

**2. BSN commits to ensure that customers are provided with fair and transparent terms**

- a) We will ensure that the terms in our contracts or agreements are fair, transparent, and well communicated to our customers.
- b) We will ensure that the terms and conditions set out the respective rights, liabilities and obligations clearly and as far as possible in plain non-arbitrary language.
- c) We will ensure that the terms and conditions in all contracts or agreements are not altered without prior notification to the customers.

**3. BSN commits to ensure that the customers are provided with clear, relevant and timely information on financial services and products**

- a) We will provide customers with relevant and timely information in a product disclosure sheet (where applicable).
- b) We will disclose key product features, fees and charges, risks and benefits in a clear and concise manner.
- c) We will ensure that promotional materials are clear and not misleading (whether by statement or omission).



- 4. BSN commits to ensure that our staff, representatives and agents exercise due care, skill and diligence when dealing with the customers**
  - a) We will conduct sales, advertising and marketing of our financial services and products with integrity and will not make false or exaggerated claims.
  - b) We will ensure that staff remuneration takes into consideration whether key performance indicators relating to the fair treatment of customers have been achieved (where applicable).
  - c) We will avoid or clearly disclose actual or potential conflicts of interest.
  
- 5. BSN commits to ensure that the customers receive suitable advice and recommendations taking into account their financial needs**
  - a) We will provide training to all staff attending to customers in order to provide quality advice and recommendations consistently
  - b) We will ensure critical terms are brought to customers' attention and explained to them.
  - c) We will ensure that our staff, representatives and agents preserve the confidentiality of the information disclosed by our customers.
  
- 6. BSN commits to ensure that the customer complaints are handled promptly, fairly and effectively**
  - a) We will ensure that a proper and well-documented complaint handling process is in place and provide clear redress options should the customer decide to pursue further.
  - b) We will ensure staff are properly trained to handle and manage complaints with customers in an effective and timely manner.
  - c) We will monitor and evaluate complaints nature and trends, analyze complaints received through effective monitoring and root cause analysis.
  
- 7. BSN commit to ensure that vulnerable consumers are treated fairly and equitably, including by our staff, representatives and agents**
  - a) We will ensure that we assess the needs of vulnerable consumers in our customer base and target market and implement appropriate policies to meet these needs.
  - b) We will ensure that our staff, representatives and agents are well trained to recognize, assess and respond appropriately to the needs of vulnerable customers
  - c) We will have in place sufficient monitoring and evaluation mechanisms to ensure that our staff, representatives and agents are responding to the needs of vulnerable consumers and make necessary improvements to ensure vulnerable consumers continue to receive fair and equitable treatment.