LIFESHIELD
FINANCIAL SERVICES

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Lifeshield Financial Services

Treating Customers Fairly Policy

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Document Owner: Lifeshield Financial Services (Pty) Ltd

Authorised Financial Services Provider

FSP No. 48680

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Registration Number: 2014/276799/07

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1. PURPOSE

Lifeshield Financial Services (Pty) Ltd ("Lifeshield") is committed to placing our customers at the centre of everything we do.

This Treating Customers Fairly ("TCF") Statement outlines our commitment to delivering fair outcomes to customers throughout every stage of the customer journey.

We recognise that fairness is not simply a regulatory obligation but a core business principle that supports trust, transparency and long-term customer relationships.

2. OUR COMMITMENT

Lifeshield is committed to:

- Acting honestly, fairly and professionally.
- Providing products and services appropriate to customer needs.
- Communicating clearly and transparently.
- Delivering consistently high standards of customer service.
- Resolving complaints fairly and efficiently.
- Continuously improving our products, services and customer experience.

Every employee, representative and business partner is expected to uphold these principles.

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3. OUR CUSTOMER PROMISE

We promise to:

- Put our customers first.
- Listen carefully to customer needs.
- Recommend suitable products.
- Provide clear information.
- Treat customers with dignity and respect.
- Resolve issues promptly.
- Protect customer information.
- Act with integrity at all times.

4. OUR APPROACH TO TCF

Treating Customers Fairly forms part of our governance framework and is incorporated into:

- Product design
- Sales processes
- Customer communications
- Claims handling
- Complaints management
- Staff training
- Compliance monitoring
- Business decision-making

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5. THE SIX TCF OUTCOMES

Lifeshield supports the six customer outcomes promoted by the Financial Sector Conduct Authority.

Outcome 1

Customers can be confident they are dealing with a firm where the fair treatment of customers is central to the corporate culture.

Lifeshield promotes a culture where fairness is embedded in:

- Leadership
- Decision-making
- Staff conduct
- Policies
- Compliance
- Customer service

Fair treatment forms part of every employee's responsibilities.

Outcome 2

Products and services are designed to meet the needs of identified customer groups.

Before offering products, Lifeshield considers:

- Customer needs
- Product suitability
- Affordability
- Product features
- Risks
- Target market

We seek to ensure that customers are offered products appropriate to their individual circumstances.

Outcome 3

Customers receive clear information before, during and after the point of sale.

We are committed to providing information that is:

- Clear
- Accurate
- Timely
- Easy to understand
- Not misleading

Customers receive information that enables informed decisions.

Outcome 4

Advice provided is suitable and takes account of customer circumstances.

Where advice is provided, Lifeshield aims to:

- Understand customer needs.
- Consider customer objectives.
- Explain available options.
- Recommend suitable products.
- Provide appropriate disclosures.

Outcome 5

Products perform as customers have been led to expect.
We strive to ensure:

- Products are accurately represented.
- Customers understand policy terms.
- Customers understand exclusions.
- Claims processes are explained.
- Policy servicing remains efficient.

Outcome 6

Customers do not face unreasonable post-sale barriers.
Lifeshield seeks to make it easy for customers to:

- Update policy details.
- Submit claims.
- Obtain assistance.
- Lodge complaints.
- Cancel products where applicable.
- Request documentation.

6. CUSTOMER COMMUNICATION

We aim to communicate using language that is:

- Simple
- Honest
- Professional
- Transparent
- Relevant

We avoid unnecessary technical language wherever possible.

7. CUSTOMER SERVICE

Our customer service principles include:

- Respect
- Professionalism
- Responsiveness
- Fairness
- Confidentiality
- Accountability

Every customer interaction is an opportunity to build trust.

8. PRODUCT SUITABILITY

Lifeshield aims to ensure that products offered are appropriate for the customer's needs.

We consider:

- Customer objectives
- Risk profile
- Affordability
- Product benefits
- Product limitations

Where applicable, customers are encouraged to ask questions before making financial decisions.

9. COMPLAINTS

Customer feedback is important to us. Complaints are viewed as opportunities to improve our business.

Lifeshield has adopted a formal Complaints Procedure that provides customers with a fair, transparent and accessible process for raising concerns.

10. CONTINUOUS IMPROVEMENT

We regularly review:

- Customer feedback
- Complaints
- Service levels
- Product performance
- Compliance monitoring
- Customer outcomes

Where improvements are identified, appropriate corrective action is taken.

11. GOVERNANCE

The Board of Directors and Management are responsible for promoting a culture of fairness throughout Lifeshield.

TCF forms part of our:

- Corporate governance
- Compliance programme
- Risk management framework
- Staff training programme

12. PRIVACY

Customer information is handled in accordance with:

- Protection of Personal Information Act (POPIA)
- Privacy Policy
- PAIA Manual

Confidentiality and information security remain fundamental principles of our business.

13. REVIEW OF THIS STATEMENT

This Statement will be reviewed:

- Annually;
- Following material legislative changes;
- Following significant business changes;
- Where improvements are identified through monitoring or customer feedback.

14. RECORD KEEPING

Lifeshield maintains appropriate records relating to financial services provided, subject to applicable legal and regulatory retention requirements.

Customers may request access to certain records in accordance with applicable legislation.

15. CHANGES TO THIS POLICY

This policy may be updated from time to time to reflect:

- Legislative changes
- Technology updates
- Business requirements

The latest version will always be published on our website.

16. CONTACT US

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