

Treating Customers Fairly

Treating Customers Fairly (TCF) is a key part of First Sentier Investors conduct towards its customers and the firm strives to work towards positive outcomes for all customers, including those who may require additional support when interacting with First Sentier Investors. In working towards treating you fairly, our primary objective is to ensure that TCF is at the very heart of our business; from our initial product design and marketing through to distribution and our after sales support.

At First Sentier Investors, we believe that culture drives behaviour and behaviour drives culture. We seek to promote good behaviour by all our employees, across all aspects of our organisation.

In addition to the behaviours of our employees, we also expect the behaviours of outsourced service providers to meet and reflect these behaviours and uphold our standards.

We look to embrace the Financial Conduct Authority's six customer outcomes in relation to TCF:

1. TCF culture is central to the firm
2. Products and services meet the needs of customers
3. Clear information is given to customers
4. Suitable advice is provided to customers
5. Products perform in line with customers' expectations
6. No unreasonable post-sale barriers imposed

What these TCF outcomes mean to First Sentier Investors

Outcome 1: TCF culture is central to the firm

Customers should be confident that they are dealing with a firm who has the fair treatment of customers at the centre of their culture. All areas within our business place great importance on TCF and we constantly look to enhance our activities and processes by undertaking relevant training and producing and acting upon good quality management information.

Outcome 2: Products and services meet the needs of customers

Products and services marketed and sold should be designed to meet the needs of identified customers. Furthermore, the products should be targeted at these predefined customers. As part of our decision making process we ensure that the product or service actually suits the customer base we are designing it for and, just as importantly, remains that way.

Outcome 3: Clear information is given to customers

Customers should be provided with clear information and kept appropriately informed before, during and after the sale. Information is provided in writing, by telephone, email or via our website. When we are preparing information, we aim to provide it in a format that is concise, fair and accurate at all times. All information sources are reviewed with the intention of providing the information customers require with the most appropriate level of detail. Employees receive regular training across all of our products and services to ensure the information they provide is clear and appropriate before, during and after the point of sale.

Outcome 4: Suitable advice is provided to customers

Where advice is provided it should be suitable and it should take account of the customer's circumstances. First Sentier Investors is a product provider and therefore does not provide investment advice. However, we are committed to using intermediaries who share our commitment in delivering positive outcomes for the end client. We also ensure that the information provided to our intermediaries is clear, fair, accurate and not misleading.

Outcome 5: Products perform in line with customers' expectations

Our customers should be provided with products that perform as we have led them to believe, and the associated service should also be as we have led them to believe in addition to being of an acceptable standard. Products should perform as they were intended to. Performance is monitored via regular performance reporting of products, quarterly investment committee reports, annual product reviews of all products and regular investment team updates.

Outcome 6: No unreasonable post-sale barriers imposed

Customers should not face unreasonable post-sale barriers to prevent them from changing product, switching provider, submitting a claim or making a complaint. First Sentier Investors has stringent procedures to ensure that any complaint is handled in a consistent, prompt and fair manner. All contact details are made available to customers and a free phone number is available.

Responsibilities and on-going monitoring

First Sentier Investors takes its responsibilities as a product provider seriously and TCF is embedded into our culture and reflected in our overall strategy. We remain fully committed to the fair treatment of all customers and closely monitor our standards on an on-going basis.

For any other queries in relation to TCF at First Sentier Investors you can contact us on the following:

Telephone: 0800 587 4141

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