

TCF Message

Client centricity has been a key element of Sanlam's business strategy for many years. The Trustees of the Sanlam Funds fully support this strategy and value its benefits for our members. Therefore the Trustees welcome Sanlam's commitment to the implementation of Treating Customers Fairly – an initiative recently announced by the Financial Services Board for implementation next year.

Treating Customers Fairly or TCF, as it is commonly called, aims to protect the interests and rights of consumers in the financial services industry.

We believe that Treating Customers Fairly will augment and be supported by Sanlam's long-standing strategy of client centricity. As Trustees, we accept our responsibility to ensure that every TCF principle will indeed be implemented and integrated into Sanlam's business fabric.

The principles contained in the proposed TCF initiative refer to:

- giving fair treatment,
- supplying appropriate products and services,
- providing clear information,
- providing suitable advice,
- meeting client expectations relating to product performance, and
- creating an environment for ease of doing business.

We look forward to participating in the process to ensure optimal implementation of Treating Customers Fairly to the benefit of all our members - now and into the future.