

Treating Customers Fairly

Ignis Asset Management recognises the need to provide choice through a range of products that suits every type of investor with a level of service to match. We firmly believe in the principle of Treating Customers Fairly (TCF) and more importantly, putting it into practice and placing customers at the forefront of everything we do.



Treating Customers Fairly

The TCF concept is relevant at all stages of the customer experience and applies to both product providers and intermediaries.

TCF statement

“ To meet or exceed the standards of behaviour a properly informed and prudent customer is reasonably entitled to expect of an organisation committed to dealing with them honestly, openly, competently and with integrity; which has an informed understanding of their needs; and is committed to helping them get the most out of their relationship with us. ”

Treating customers fairly is not a new concept. You'll find it in the Financial Services Authority (FSA) Principles for Business. However, it has taken on greater significance with the FSA's move to a more principles-based approach to regulation.

FSA Guidelines

In July 2007, the FSA issued a policy statement outlining the responsibilities of providers and intermediaries in the area of treating customers fairly.

In what follows, we have set out some of the key requirements and how we will carry out our responsibilities and assist intermediaries to fulfil their role in the overall process.

We will tailor our products and communication materials to meet the needs of the target audience. This means providing information in various forms to inform and educate intermediaries, and to enable them to pass on the messages to their customers in a competent, clear and balanced manner. Our marketing materials will be factual, clear and not misleading.

Product design

Products should be designed to meet the lifestyle needs of the customers for which they are intended.

Many of our products are relatively vanilla in terms of design. However, where appropriate we will look to test out our ideas both before launch, to ensure that they are suitable for the intended audience, and post launch to review who is actually buying the product.

Marketing/Training materials

Intermediaries should be able to fully understand how a product works.

- We will provide guidance as to the intended target audience for our products and outline the risks and benefits to the end customer.
 - We will look to supply sufficient information to enable intermediaries to fully understand our products and give suitable advice.
 - Where required, we will offer training and additional materials to aid understanding.
 - Where appropriate, we will supply informative, client-facing communications to aid the overall sales process. These will be written specifically with the target audience in mind. We may test our communications both before and after to ensure the message is understood by its intended audience.
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Sales and advice

The risks and benefits of a product should be identifiable by the intermediary and fully explained to the customer. Advice should only be provided on products and services that meets a customer's appropriate needs and risk appetite.

- We will set out our sales and marketing material in a manner which can be both understood and acted upon.
- The information will be clear and balanced from a product's risk and benefits point of view.
- As a general rule, we will not recommend products directly to end customers but we will suggest that they take advice appropriate to their own individual situation.

From time to time we will seek feedback from intermediaries and customers on the effectiveness of our communications, product designs, and service delivery. This information will be used to improve our services.

After sales care

Clients should be kept regularly informed regarding their investment through periodic review meetings.

- We will issue investors with a six monthly Manager Report for each investment fund in which they are invested.
- We will issue a six monthly Valuation Statement to keep investors up to date with the progress of their investments.
- We will send copies of investor communications to their intermediaries.
- **Complaints are regarded as valuable feedback**
 - Errors on our part will be readily acknowledged; complaints handled promptly, competently and thoroughly. Complainants will be treated consistently and courteously, and given clear, complete and transparent responses whether a complaint is upheld or rejected.
 - Intermediaries should establish an effective and transparent complaint-handling system.

There will be no barriers to customers who want to exercise their statutory rights. Where complaints are not resolved to a customer's satisfaction, we will direct them to the Financial Ombudsman Services.

Assistance

Ignis Asset Management has a dedicated broker sales department who are on hand to offer guidance to intermediaries. They can offer sales support, help with technical queries and arrange training sessions and presentations if necessary.

We have a full range of marketing and promotional materials available on our dedicated Financial Adviser web site as well as product specific micro sites. These include:

- Simplified Prospectuses
- Client-facing marketing brochures
- Investor guides and sales aids
- Adviser only sales aids
- Fund manager video interviews / comment

We also have a dedicated investor support department that can deal with administrative or end customer related queries.

These teams can be contacted via telephone or email.

Broker Sales – 0845 60 50 444 or brokersales@ignisasset.com

Investor Support – 0800 317 749 or helpdesk@ignisasset.com

Alternatively, you can access relevant information on our website: www.ignisasset.com

We would welcome any feedback on our TCF policy or indeed any part of our service. Please forward any comments to either of the email addresses above.

Ignis Asset Management is fully committed to TCF. It has previously and will continue to implement processes to endeavour to meet the FSA Consumer Outcomes listed below as part of its TCF responsibilities.

FSA Consumer Outcomes

- Consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture.
- Products and services marketed and sold in the “retail market” are designed to meet the needs of identified consumer groups and are targeted accordingly.
- Consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale.
- Where consumers receive advice, the advice is suitable and takes account of their circumstances.
- Consumers are provided with products that perform as firms have led them to expect, and the associated service is both of an acceptable standard and as they have been led to expect.
- Consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint.

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*Authorised and regulated by the Financial Services Authority.

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Telephone calls may be monitored and/or recorded for the purposes of security, internal training, accurate account operation, internal customer monitoring and to improve the quality of service.



ASSET MANAGEMENT