

TREAT YOUR CUSTOMERS FAIRLY POLICY

FSCA published its Treating Customers Fairly roadmap in order for firms to achieve fair treatment for their customers/clients. The fairness outcomes investment firms must measure their outcomes and culture against, are listed below:

- Culture – clients are confident that they are dealing with a firm where fair treatment of their clients is central to the culture in the firm
- Products and Services – products and services are designed to meet client needs
- Clear and Appropriate Information – clients receive clear and appropriate information before, during and after the time of contracting
- Client Advice – clients receive advice appropriate to their specific circumstances
- Product Performance Expectations – products and services provided to clients perform as firms have led them to expect
- Post-Sale Barriers – clients do not face unreasonable barriers post mandate signed to change product specification, switch FSP, withdrawal of cash from fund or even make a complaint

To accomplish the above values, we believe the following values help us to accomplish this mission at AIM:

- Anticipating the needs of our clients and planning accordingly. The more we know our clients, the better we become at anticipating their needs as well as required outcomes for their entity. Regular communication ensures that we are always positioned to meet and exceed their expectations.
- The culture transcending the organisation gives confidence that the firm they are dealing with, treats them fairly. This is partly achieved through our compassionate staff, spanning client liaison to the investment professionals, that will always be transparent with our processes and procedures, which are captured in our well communicated investment philosophy and process.
- Client reporting is simplified and well-articulated for the consumption of our clients all the way from new business pitches, to regular reports and finally the quarterly client report back sessions that update our clients on our performance drivers throughout the quarter as well as strategy of the investment fund going forward
- Be on hand to assist the clients with all information needs that they may request from time to time



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- The client feedback sessions adequately demonstrate how the fund performed, what were the value drivers and what we may need to adjust going forward given our market expectations. This way their expectations are always managed.
- The client rights are always entrenched in all our processes. Our investment mandates signed with them always assures the client rights as much as possible

Overarching this focus is a periodic internal valuation of how we have performed against these set outcomes. Such evaluation outcome is also included in our performance score cards for remuneration purposes in order to ensure that the firm's interest is always aligned with that of our clients.



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