



# TREAT CUSTOMERS FAIRLY CHARTER

At Public Bank / Public Islamic Bank, we aspire to be the most preferred financial service provider in Malaysia by putting our customer first. We are committed to sustain our organization success and build strong relationships with customers by treating customers fairly. This Charter specifies our pledge to provide the highest standards of fairness in all our dealings with customers.

## 1. Embedding fair dealing into our corporate culture and core values

- i) We will ensure reasonable standards of fair business practices in all dealings with our customers;
- ii) The organization is committed to ensure sound corporate culture which reinforce ethical, prudent and professional conduct; and
- iii) We will train all staff on the core values and desired behavior to deliver fair outcomes to customers.

## 2. Customers are provided with right to fair treatment/terms

- i) We will ensure that the terms in our contracts or agreements are fair, transparent, and well communicated to customers;
- ii) We will ensure that terms and conditions are fair and set out the respective rights, liabilities and obligations clearly in simple and easily understandable/plain language; and
- iii) We will give reasonable notice to customers in accordance with the regulatory requirements prior to making changes to the terms of the contracts or agreements.

## 3. Customers are provided with clear, relevant and timely information on financial services and products

- i) We will provide customers with adequate, relevant and timely information in a product disclosure sheet and promotional materials/digital channel;
- ii) We will disclose key product features, fees and charges, risks and benefits in a clear and concise manner to enable customer to make an informed decision; and
- iii) We will ensure critical information are presented in plain language for better understanding and made known to customers.

## 4. All staff, representatives and agents exercise due care, skill and diligence in accordance with professional ethical standards when dealing with customers

- i) We will conduct sales, advertising and marketing of our financial services and products with integrity and will not make false or exaggerated claims;
- ii) We will avoid any ambiguity or clearly disclose actual or potential conflicts of interest; and
- iii) We will implement measures including training, supervision and monitoring to ensure staff, representatives and agents do not mislead customers and adhere to ethical sales practice.

## 5. Provide suitable advice and recommendations to customers

- i) We will provide quality advice or recommendations based on adequate consideration of the customers' financial objectives, needs, personal circumstances, financial situation, risk appetite and investment horizon;
- ii) We are duty bound to ensure confidentiality of customers' information; and
- iii) We will ensure advice or recommendations on financial service or product have a reasonable basis and in the best interest of customers.

## 6. Handle financial consumer complaints and claims promptly, fairly and effectively

- i) We will have in place proper and well-documented complaint management in line with the regulatory requirements on complaint handling which provide clear redress options in the event customers wish to pursue further;
- ii) We will ensure staff are properly trained to handle and resolve complaints in a timely and effective manner; and
- iii) We will monitor, evaluate the nature and trend of complaints received and undertake root cause analysis and thereafter take remedial measures to rectify the said weaknesses.

## 7. Ensure vulnerable consumers are treated fairly and equitably

- i) We will ensure that we assess the needs of vulnerable consumers in our customer base and target market and implement appropriate policies to meet these needs;
- ii) We will ensure that our staff, representatives and agents are well trained to recognise, assess and respond appropriately to the needs of vulnerable customers; and
- iii) We will have in place appropriate monitoring and evaluation mechanisms to ensure that our staff, representatives and agents are responding to the needs of vulnerable customers and make necessary improvements to ensure vulnerable consumers continue to receive fair and equitable treatment.