



# Our approach to Product Approval

## INTRODUCTION

This Policy describes the principles and guidelines which all entities within the Ageas Group need to comply with relating to product approval and ongoing assessment. The aim is to ensure that all Ageas companies have a clear and strong product approval and follow up process, that a number of key elements are always considered before a product is launched, that guidelines/limits for these elements are clear and an escalation process exists where products outside of these guidelines are considered for launch.

## SCOPE OF THE POLICY

The policy applies to ageas SA/NV and its Subsidiaries, and on a best effort basis in the Affiliates. Any discrepancy or deviation from the principles set out in the policy must be notified to the policy owner.

## PRODUCT APPROVAL PROCESS

The Product Approval Policy sets out the high-level principles to be followed when developing and launching new products or making material changes to existing products in areas such as product features or target markets.

The policy stipulates that new products and material changes to existing products must undergo a rigorous approval process and that post-launch, product performance is subject to regular monitoring. This oversight is key to ensuring that the design and commercialisation of products meets the demands and needs of customers both at the outset and on an on-going basis, whilst remaining commercially viable.

The Policy provides a strong governance process that ensures product design, suitability and performance is considered against the strategic goals of the company and respects the business' risk appetite. Multiple business functions, including Risk, Compliance and Actuarial are required to approve products or escalate any concerns to the appropriate committee for resolution. In the event agreement cannot be achieved, the Board will ultimately decide whether to proceed with or discontinue the process.

For each product, the target market must be clearly identified to ensure appropriate marketability and distribution. Product design and pricing must reflect the company's commitment and ambitions in terms of Sustainability and consider opportunities to solve societal challenges. It must evidence consideration of Environmental, Social, and Corporate Governance (ESG) factors, such as climate and biodiversity, social inclusion, affordability and human rights, and stakeholder expectations. The Product Approval Process includes an assessment of the extent a product creates sustainable value. Any identified ESG risks (e.g. carbon intensive client, sensitive sector, controversial underwriting) must be clearly included in a Product Approval Pack to support decision-making.

Customer fairness is always a key consideration. Ageas should not knowingly sell products with any "hidden" or difficult to understand charges, risks or exclusions and should aim to offer products which offer value to the customer. Consequently, both policy wordings and marketing material must be easy to understand in clear and transparent language.

## TRAINING

Specific attention must be given to providing (educational) tools to allow customers to make informed decisions and support customers in developing responsible behaviour.

In addition, training on products should be provided to all relevant stakeholders (e.g. salesforce, marketing, tax, claims, contract administration etc.) to ensure that staff and intermediaries have the necessary skills to appropriately commercialise, manage and assess the product. This includes all ESG related aspects of the product.

## MONITORING

Product performance is periodically assessed to monitor customer take up and experience and commercial value with action taken, where necessary, to ensure that shared value is maintained.

## GOVERNANCE

A duly empowered committee coordinates the Product Approval Process, and act as a body where all identified stakeholders are represented. This can be a dedicated committee (e.g. Product Approval Committee), or an existing committee empowered for this purpose. Regular reporting is undertaken to monitor adherence to this policy.