



# Our approach to Treating Customer Fairly

Based on the Treating Customers Fairly Policy, version 3.0,  
approved by the Board of Directors on 14 May 2024



## INTRODUCTION

Ageas is committed to ensuring that its customers are treated fairly. Treating Customers Fairly (TCF) is central to the Ageas corporate culture.

This policy sets out the principles aiming to ensure that our customers are treated fairly, i.e., in an honest, fair, and professional way which serves their interests best.

## GENERAL PRINCIPLES

The key principles underpinning the Treat Your Customer policy:

1. We place customers at the heart of our operations. Focus on the customer is an intrinsic element of our corporate vision and values, and the principle of Treating Customers Fairly is built into our operating models and procedures. Decision making at all levels reflects the fair treatment of customers without discrimination.
2. Ageas aims to offer products and services which offer value to customers. Therefore, customer fairness is taken into consideration in product design, pricing, marketing, complaints, and sales.
3. Staff are competent and receive appropriate training, and development when required, in line with regulatory requirements as/when relevant. They are expected to comply with the policies and procedures in their dealings with customers. Staff receives training as appropriate to embed the principles as enshrined in this policy.
4. Ageas sets up an adequate Treat Your Customer Fairly programme which includes: Tone from the Top; Control Environment; Risk Assessment; Training and Monitoring.

All other existing customer related policies should be read in line with the TCF principles provided by this Policy.

## SCOPE OF THE POLICY

This Policy applies to ageas SA/NV and all its Subsidiaries<sup>1</sup>, hereinafter referred to as “Ageas”.

All Staff members of the Ageas entities, managers, employees, or any person directly or indirectly linked to Ageas by control, must comply with this policy.

For the Subsidiaries, should compliance with this policy result in non-compliance with local legislation or regulations, the latter must take precedence. The Group policy owner must be informed and consulted immediately in such circumstances.

In the case of business processes or where parts of them are operated by a third party, based on a procurement and/or outsourcing contract, these third parties must comply with the principles laid down in this policy and bear the responsibility of acting in the best interest of customers.

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<sup>1</sup> Entities in which ageas SA/NV, directly or indirectly, has a majority shareholding and holds operational control

## POLICY GOVERNANCE – ROLES AND RESPONSIBILITIES

The Ageas Board of Directors is responsible for defining and supervising the TCF policy.

The Executive Committee is responsible for implementing this policy, as well as the related documents.

The Chief Executive Officer, senior management and line management are responsible and accountable for ensuring that the Staff under their supervision are complying with the Ageas TCF Policy, in accordance with the supervisory requirements in their locations.

All Staff members are expected to adhere to these principles and live up to respect the Ageas's core values. They are also required to demonstrate TCF behaviours in their day-to-day, customer-centered, work.

The Compliance function monitors the due implementation of this policy and informs the Board of Directors and the Executive Committee of any breach of policy.

As Ageas is required to implement group-wide policies and procedures, Group Compliance gives reasonable assurance that subsidiaries apply TCF principles and measures in line with both the policy.