



Treat Customers Fairly Charter

At Bank Pertanian Malaysia Berhad (Agrobank), we are committed to deliver good financial consumer outcomes to our customers. We believe in providing fair outcomes to our customers will help us in building long-term and mutually beneficial relationships with our customers. This Charter specifies our commitment to provide the highest standards of fairness in all our dealings with our customers by adhering to the principles stated below.

To protect the interests and financial well-being of our customers, we commit to:

1. Embed fair dealing into our corporate core values

- i) We will set minimum standards on fair business practices in all dealings with our customers;
- ii) We will seek first to understand our customers' financial circumstances before proposing suitable financial services or products while preserving the confidentiality of our customers' information;
- iii) We will train our staff attending to customers to deliver fair outcomes to our customers;
- iv) We will take customers' feedback seriously and provide immediate constructive feedback to our staff, and our processes.

2. Ensure that customers are provided with fair 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 set out the respective rights, liabilities and obligations clearly and as far as possible in plain language;
- iii) We will ensure that the terms and conditions in contracts or agreements are not altered without prior notification to customers.

3. Ensure that customers are provided with clear, relevant and timely information on financial services and products

- i) We will provide our customers with clear, relevant and timely information in a product disclosure sheet and promotional materials (where applicable);
- ii) We will disclose information on key product features, fees and charges, including risks and benefits in a clear, concise and effective manner. This includes disclosure made through digital channels;
- iii) We will ensure critical terms are brought to customers' attention and explained to the customers.

4. Ensure that our staff, representatives and agents exercise due care, skill and diligence 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 misleading claims;
- ii) We will at our best effort avoid any actual or potential conflicts of interest;
- iii) We will ensure that key performance indicators relating to fair treatment of customers are part of staff remuneration (where applicable).



Treat Customers Fairly Charter

- 5. Ensure that customers receive suitable advice and recommendations that take into account their financial needs and circumstances**
 - i) We will offer clear, relevant, and high-quality advice tailored to our customers' financial objectives, needs, circumstances, financial situation and risk appetite so that customers can make informed decisions;
 - ii) We will ensure advice or recommendations are substantiated with a reasonable basis and in the best interest of customers; and
 - iii) We will ensure that our customers' data and privacy are safeguarded.

- 6. Ensure that customers' complaints and claims are handled in a prompt, fair and effective manner**
 - i) We will have in place proper and well documented complaints handling process and provide clear redress options should customers decide to further escalate their complaints;
 - ii) We will ensure that our staff, representatives and agents are properly trained to handle and resolve complaints in an effective and timely manner; and
 - iii) We will monitor and evaluate the nature and trend of complaints received through effective root cause analysis and thereafter take adequate measures to rectify weaknesses identified.

- 7. Ensure that vulnerable consumers are treated fairly and equitably, including by our staff, representatives and agents**
 - 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 recognize, assess and respond appropriately to the needs of vulnerable customers; and
 - iii) We will have in place sufficient 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.