

Our mission:

Pioneer Wealth Managers prides itself in providing trusted, independent and objective advice which is delivered by focussing on our clients and providing personalised service to meet individual needs. This is achieved by means of an integrated comprehensive personalised framework incorporating tax, investment, regulatory, legal and compliance services and expertise. Our clients benefit from a sophisticated institutional process generally reserved for large institutional investors only. A major focus for us is ongoing portfolio risk management to protect the future of each and every client we serve.

Our TCF policy is structured according to the guidance provided by the Financial Services Board. Our clients achieve exceptional service; we strive for good corporate governance and transparency.

The six fairness outcomes:

Pioneer Wealth Managers will strive to comply with and contribute to the TCF fairness outcomes, viewed from the perspective of the customer:

Outcome 1: Customers are confident that they are dealing with providers where the fair treatment of customers is central to the provider's culture.

Outcome 2: Products and services marketed and sold in the retail market are designed to meet the needs of identified customer groups and are targeted accordingly.

Outcome 3: Customers are given clear information and are kept appropriately informed before, during and after the time of contracting.

Outcome 4: Where customers receive advice, the advice is suitable and takes account of their circumstances.

Outcome 5: Customers are provided with products that perform as providers have led them to expect, and the associated service is both of an acceptable standard and what they have been led to expect.

Outcome 6: Customers do not face unreasonable post-sale barriers to change product, switch provider, submit a claim or make a complaint.

Achieving the outcomes:

Pioneer Wealth Managers will aim to demonstrate through our behaviours and monitoring that we are consistently treating customers fairly throughout the stages of the product life cycle to which we can contribute. These may include:

- **Product and service offering:** Appropriate products and services are researched in order to ensure that each customer group receives sound and holistic financial advice.
- **Promotion and marketing:** Products are marketed to specific target groups, through clear and fair communications that are not misleading and are appropriate to the target group.
- **Advice:** Where advice is provided, advisers are fully equipped to provide advice that is suitable to the needs of the customer concerned, following the objectives of TCF and avoiding conflicts of interest.
- **Sale to clients:** To provide clear and fair information to enable customers to make informed decisions about transacting with Pioneer Wealth Managers. All fees are transparent to clients and is sufficiently documented.
- **After sale Service:** Provide continued excellent service to clients thus enabling them to monitor their financial needs and make informed decisions.

- **Complaints and claims handling:** To honour representations, assurances and promises that lead to legitimate customer expectations. Legitimate expectations must not be frustrated by unreasonable post-sale barriers. There is a requirement for fair and consistent handling of claims and a mechanism to deal with complaints timeously and fairly.

In order to fulfil our commitment to treating our customers fairly we will focus on the following aspects:

- We will follow the requirements of the FAIS General Code of Conduct as embedded in the FIA Code of Conduct.
- We will adhere to our Conflicts of Interest policy in dealing with customers.
- We will put management information mechanisms in place that are designed to monitor and measure Pioneer Wealth Managers performance in delivering the relevant fairness outcomes.
- All our members of staff are trained to deal with our clients and are committed to maintaining high standards of service.
- We will always tell customers what they can expect from our relationship.
- We will provide appropriate after sales information and service to customers.
- We will monitor the continuing performance of products or funds that we have recommended and sold to customers to assess the ongoing suitability of the product for the customer.
- We will ensure open communication lines with product suppliers we deal with and ensure that we understand their products and services.
- We will review our TCF policy on an *ad hoc* basis but at least annually.

Complaints handling:

- We will handle complaints fairly, promptly and impartially.
- In dealing with complaints we will ‘treat like situations alike’ and give careful consideration to whether an error might have affected a wider class of customers; and what should be done.
- We will pay attention to the outcomes of complaints, which can serve as an important source of intelligence about the health of our business and systems.
- We will investigate the root causes of complaints and obtain feedback from customers who have experienced our complaints process in order to improve the level of service that we provide.
- We will measure the length of time taken to deal with a complaint, the outcome, and the way in which the outcome is communicated to the customer in order to ensure that we are treating our customers fairly.
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Treating Customers Fairly in our business:

- We encourage and welcome feedback from staff and customers on our services and procedures.
- Staff objectives include TCF as an explicit and measurable objective and performance against this objective will form part of staff competency ratings.
- All staff will complete refresher training and testing on an *ad hoc* basis. Before we contract with a third party we will satisfy ourselves of their commitment to treating our customers fairly. In particular, we will consider their TCF policy and the management information that they can provide to demonstrate the fair treatment of our customers.
- Our complaints process will be clear and easy to understand.

For any queries or feedback in relation to Treating Customers Fairly at Pioneer Wealth Managers you can contact:

Name of Business: Pioneer Wealth Managers (Pty) Ltd

Name: Mr. Martin Shapiro

Position: Director and Key Individual

Postal Address: PO Box 52156, Saxonwold, Johannesburg, 2132

Physical Address: First Floor Office Suites, 54 on Bath, 54 Bath Avenue, Rosebank, 2196

Phone Number: 011 880-4710

Email Address: martins@pioneer.co.za