

HSBC Malaysia

Financial Fair Treatment Charter

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HSBC approach to conduct is designed to ensure that through our actions and behaviours we deliver fair outcomes for our customers and do not disrupt the orderly and transparent operation of financial markets. Conduct is the critical component within all business activities including, for example, the Group's strategy, business models and planning, our culture and behaviours including staff recruitment/performance management, our interaction with customers, our products and services, our financial markets operations, and our governance and oversight processes.

Our approach to conduct is key to winning and retaining our customers' trust and loyalty. Focus on conduct is integral to HSBC's values and business principles and supports the Group strategy for sustainable growth and streamlining of business processes and procedures.

HSBC has defined global outcomes relating to conduct which must be delivered by global businesses, global functions, and HSBC Operations, Services and Technology. Our global businesses, global functions, and HSBC Operations, Services and Technology are each responsible for conduct within the scope of their activities, and must develop and maintain approaches, tailored to their markets and operations, which deliver the required global conduct outcomes.

In alignment with both our global policy and BNM Malaysia's Financial Fair Treatment of Financial Consumers policy, we are committed to the following spirit of fair treatment:

1. We commit to embed fair dealing into our institution's corporate culture and core values

- i) We will set minimum standards on fair business practices in all dealings with our customers. This includes providing financial services or products suitable to our customers' financial circumstances and preserving the confidentiality of our customers' information;
- ii) We will train all staff attending to customers to provide quality advice and recommendation;
- iii) We will take customers' feedback seriously and provide immediate constructive feedback to our staff.

2. We commit to 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.

3. We commit to ensure that customers are provided with clear, relevant and timely information on financial products and services

- i) We will provide customers with relevant and timely information in a product disclosure sheet;
- ii) We will disclose key product features, fees and charges, risks and benefits in a clear and concise manner;
- iii) We will ensure critical terms are brought to customers' attention and explained to the customers.

4. We commit to 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 exaggerated claims;
- ii) We will avoid undeclared actual or potential conflicts of interest, or conduct that may be perceived as a conflict of interest.

Complaints handling

Our commitment to the highest standards of conduct and their embedding within our day to day activities is illustrated for example by our policy relating to complaints handling. Our global complaints policy sets out clear standards for:

- The processes by which we investigate and resolve complaints in a timely, unbiased, and effective manner
- Providing appropriate training to staff on our complaints processes, emphasising the need for empathy with customers
- Ensuring customers are aware of how to make a complaint via a variety of channels (for example via relationship managers, face to face, telephone, on-line, in writing)
- Resolving complaints at first point of contact wherever possible, and where this is not possible, providing and acknowledgement to the customer clearly setting out next steps
- Ensuring customers are kept regularly informed of progress to resolve the complaint
- Providing responses to customers upon completion of an investigation, clearly detailing the outcome and including, where appropriate, details of remedial action and any redress
- Notification to customers of any available rights of referral or appeal if the customer is dissatisfied with the handling of, or response to, the complaint
- Regular review of any “root causes” of complaints received to identify and address any systemic issues, and to inform process improvements where applicable
- Monitoring the quality and efficiency of our complaints handling, including adherence to relevant local regulatory requirements

Please refer to <https://www.hsbc.com/our-approach/risk-and-responsibility/our-conduct> for further information.