

## **ALIC Customer Value Proposition**

*Partnering with a trusted, ethical market specialist who add an holistic approach through lending structures and strategies to enable wealth creation.*

## Code of Ethics:

### **Principle 1: Client First.**

*Place the client's interest first.*

Placing the client's interests first is a hallmark of professionalism, requiring representatives to act honestly and not place personal and/or employer gain or advantage before the client's interests. Put yourself in the client's position and ask are you doing you best to assist the client.

### **Principle 2: Integrity**

*Provide professional services with integrity*

Integrity requires honesty and candour in all professional matters. Representatives are placed in positions of trust by clients, and the ultimate source of that trust is the representatives' personal integrity. Allowance can be made for legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires the representative to observe both the letter and the spirit of the Code of Ethics.

### **Principle 3: Objectivity**

*Provide professional services objectively*

Objectivity requires intellectual honesty and impartiality. Regardless of the services delivered or the capacity in which a representative functions, objectivity requires representatives to ensure the integrity of their work, manage conflicts and exercise sound professional judgement.

### **Principle 4: Fairness**

*Be fair and reasonable in all professional relationships. Disclose and manage conflicts of interest.*

Fairness requires providing clients what they are due, owed or should expect from a professional relationship, and includes honesty and continuous disclosure of material conflicts of interest. It involves managing one's own feelings, prejudices and desires to achieve a proper

balance of interests. Fairness is treating others in the same manner that you would want to be treated. Importantly the representative must act fairly, honestly and efficiently at all times.

### **Principle 5: Professionalism**

*Act in a manner that demonstrates exemplary professional conduct.*

Professionalism requires behaving with dignity and showing respect and courtesy to clients, fellow professionals, and others in business related activities, and complying with appropriate rules, regulations and professional requirements. Professionalism requires the representative, individually and in cooperation with peers, to enhance and maintain the profession's public image and its ability to serve the public interest.

### **Principle 6: Competence**

*Maintain the abilities, skills and knowledge necessary to provide professional services competently.*

Competence requires attaining and maintaining an adequate level of knowledge skills and abilities in the provision of professional services. Competence also includes the wisdom to recognise one's own limitations and when consultation with other professionals is appropriate or referral to other professionals necessary. Competence requires the representative to make a continuing commitment to learning and professional improvement.

### **Principle 7: Confidentiality**

*Protect the confidentiality of all client information.*

Confidentiality requires the integrity of client information to be protected and maintained in such a manner that allows access only to those who are

authorised. A relationship of trust and confidence with the client can only be built on the understanding that the client's information will not be disclosed inappropriately.

### Principle 8: Diligence

*Provide professional services diligently.*

Diligence requires fulfilling professional commitments in a timely and thorough manner, and taking due care in planning, supervising and delivering professional services.

### Principle 9: Respect for People

*Treat everyone with respect*

People should be treated as individuals with rights to be honoured and defended. Respect empowers others to claim their rights and to achieve their potential. Respect for the rights of other people is the basis on which individuals become members of a community and accept their social responsibilities to behave with integrity. Membership of a community means that individuals not only have rights but also duties and responsibilities to others to act openly and honestly.

Demonstrating respect for persons requires, for example, dealing with disagreements by reasoned argument rather than by using language (words, style and tone) that have the effect of inappropriately attacking or demeaning the listener.

ALIC/PMM believes the safety, security and physical and mental health of our people lie at the heart of each person's ability to contribute to our success. We respect the right of all individuals to work in a safe working environment that promotes wellbeing.

#### Examples of behaviours that reinforce our value of Compassion

- Treating people as we would like to be treated
- Treating everyone fairly and with sensitivity
- Striving to support those in need, no matter how distressed or disadvantaged
- Making our workplace one that affirms life and healing
- Seeing a situation from another person's point of view
- Striving to meet the needs of others in a timely and respectful manner

#### Examples of behaviours that conflict with our value of Compassion

- Shouting, belittling or insulting others
- Ignoring people when they need help
- Being unwilling to listen to someone's side of the story
- Being critical and judgmental of others

### Principle 10: Harassment

*Includes harassment of staff and clients*

ALIC/PMM is committed to maintaining an environment where clients and staff are valued, respected and able to realise their full potential. Harassment and discrimination of any form such as sexism, racism or bullying has no place in such a culture. All forms of harassment and discrimination are serious issues that undermine morale and can adversely affect the ability of staff to feel included within the company. Such behaviour is unacceptable and all complaints will be dealt with fairly and promptly. In particular, the ALIC will not tolerate bullying, disability harassment, racial harassment, or sexual harassment. Disciplinary action will apply to any staff member who is found to have harassed another member. Harassment and discrimination are contrary to the principles accepted by ALIC/PMM and Equal Opportunity policy. In addition to internal policies, the ALIC/PMM is bound by legislation which makes harassment and discrimination unlawful.

### Principle 11: Discrimination

*Discrimination and Equal opportunity*

Under Equal Opportunity legislation, discrimination occurs when a person, or a group of people, are treated less favourably than another person or group, in the same or similar circumstances, because of irrelevant attributes such as their age; race (including colour, descent, national or ethnic origin); sex; marital status, pregnancy, or family responsibilities; disability; political or religious conviction; and sexual orientation or gender history.

### Principle 12: Compliance

*We must be fully compliant at all times*

All staff need to ensure that they act in accordance with the relevant government, legislative, and financial sector laws to ensure that we strive for 100% compliance in all areas of the business.

### Principle 13: Kaizen Principles

*Need for continuous change and improvement*

All staff, to engage in the Kaizen principles of continuous process improvement. Processes need to be continually challenged with the view to reduce areas of waste and inadequacies. Regular review and root cause analysis should be part of everyday process.