



# SMFG Fiduciary Duty Declaration

Based on the Customer First management principle, SMFG Group companies\* make the following undertakings as best partner to clients in asset management and formation.

## **1. Develop a range of products that is closely aligned with client requirements**

- Develop products that are based on accurate perception of clients' needs and meet high global standards, and assemble a range of products from a wide selection of investment management and insurance companies that takes account of economic conditions and market trends and meets client requirements.
- Work toward ensuring appropriate product development and selection.

## **2. Increase the information provided and its understandability**

- Increase the information the company provides to clients on product characteristics, risks, commissions, and economic conditions and market trends.
- Provide product information in ways that are easy to understand and follow up closely with clients after sales.
- Create a fee structure that is easy to understand from a client's viewpoint.

## **3. Develop a client-oriented sales approach**

- Use training and other means to make sure the customer orientation that is one of the management principles permeates throughout the company and reflect this in the performance evaluation structure and other aspects of sales.
- After careful inquiry into client requirements, seek to obtain client understanding of appropriate products based on the clients' knowledge, investment experience, financial asset situation, and objectives.
- Respond as a group to client needs, including introductions to SMFG Group companies if necessary.

## **4. Work constantly toward providing the highest levels of service to clients**

- Structure business so that customer views are reflected in improvements to service.
- Seek to increase convenience by expanding access channels.
- In addition to investment products, offer services and products that are appropriate to the clients' stage in life.
- Use training and other means to build a professional team, deploy new technologies, and review internal company arrangements based on the PDCA (Plan, Do, Check, and Act) procedures.

SMFG Group companies will deploy these efforts in contributing to Japan's shift from saving to investment.

\* The SMFG Group companies that are parties to this declaration are Sumitomo Mitsui Banking Corporation, SMBC Trust Bank Ltd., SMBC Nikko Securities Inc., SMBC Friend Securities Co., Ltd., The Minato Bank, Ltd., and Kansai Urban Banking Corporation.