

## Corporate Principles & Ethos

Brooks Macdonald is a principled, client-focused, people business.

We are a successful growing business that aims to provide and develop high quality, client-focused investment and financial services whilst maintaining the loyalty, determination and team spirit that has greatly contributed to our success. Our goal is to provide superior returns to our clients and to our shareholders.

### *Client-focused*

We are dedicated to work to the highest standards and will continue to put our clients' interests first. Our mission is to create, enhance and protect wealth.

We combine high levels of individual service with exposure to high quality investments and financial products.

We add value to the client relationship and seek to remove maximum cost from the administration and service processes by use of the most effective technology and the most appropriate service providers.

Treating clients fairly is at the core of our business. We provide clear and understandable information so that clients can make reasoned decisions.

We develop with creativity, imagination and innovation to meet the changing needs of our clients and to remain at the competitive edge of our industry.

### *Business-focused*

We believe that significant employee share ownership aligns the interests of our employees, our shareholders and our clients.

Our assets are our people, capital and reputation. Combining growth and profitability is critical to achieving superior returns, improving our services, and attracting and keeping talented individuals.

### *People-focused*

We act with honesty, integrity, fairness and clarity, with respect and concern for the individual at all times.

We expect our people to maintain high ethical standards and seek to attract, retain and motivate people from many backgrounds and perspectives.

We stress teamwork in everything we do. While individual creativity is critical, team effort often produces the best results.

We encourage and support personal development and offer our people the opportunity to move ahead. We value the dedication of our people to the business and the effort they give to their jobs.