



Canadian Tire Bank's Senior Code Commitment

We are here to make life in Canada better. Canadian Tire Bank (CTB) is committed to making every effort to embed the Code of Conduct for the Delivery of Banking Services to Seniors (the Code) within our business practices. We aim to ensure that our senior customers can continue trusting and doing business with CTB for their personal banking needs while strengthening their financial well-being.

Our Commitment in Action

CTB is committed to treating customers in a fair, consistent and respectful manner, while recognizing that there is no “one size fits all” solution to the circumstances, challenges and concerns that its customers, including seniors, may face. Accordingly, CTB promotes a culture of inclusivity and sensitivity for all its customer interactions and has implemented consumer protection measures targeted at seniors. New measures implemented in 2021 include:

- Operationalized an Operating Directive that outlines key practices CTB must fulfill to meet the requirements of the Code. The Operating Directive is incorporated into CTB's existing Regulatory Compliance Management Framework
- Leveraged CTB's newly established Customer Experience Council which places an emphasis on our customers' needs, including seniors
- Improved our website to ensure relevant information is easily accessible for our senior customers, including revamping our “Customer Support Page” to include an easy to find banner redirecting to the “Support for Seniors” webpage
- Developed new and updated resources for customer-facing employees to provide assistance to seniors
- Aligned internal processes to make it easier to request alternate/accessible formats as required by our senior customers
- Deployed fraud prevention campaigns on topics such as: one-time code and gift card security awareness to help seniors detect common fraud schemes
- Completed training for all employees and representatives who serve senior customers to ensure CTB is equipped to meet their needs

through product development, specialized customer service, and more. Teams that completed training include:

- o Contact Centre employees - covering topics such as: escalation processes, Power of Attorney, joint deposit accounts, accessible formats, etc.
- o Collection Agencies - ensuring relevant policies and procedures to support the Code were reviewed and updated
- o Our Product, Growth, and Acquisition team covering topics such as: needs and challenges seniors face while banking, using the FCAC's Clear Language and Presentation Principles, and awareness of available resources
- o New Field Staff training outlining how to accommodate and help prevent financial abuse of seniors

Additionally, Canadian Tire Bank continues to:

- Provide Priority Telephone Services to customers 75 years of age and older in which eligible customers are automatically moved to the front of the queue when dialing into our Contact Centre
- Leverage telephone relay services such as Bell Relay and Telus Relay whereby professionally trained operators act as intermediaries to facilitate conversations between our Contact Centre and our customers that are experiencing hearing loss
- Offer alternate/accessible formats for customer facing materials, including Braille (Grade 1 & Grade 2) and Large Print Statements
- Protect its customers, including seniors, with extensive security features such as fraud detection and outbound support programs. In addition, our “Support for Seniors” webpage includes education on How to Protect from Financial Abuse

Seniors Champion

At Canadian Tire Bank, our purpose is to make life in Canada better, and we are committed to supporting seniors' everyday banking needs. As a result, Canadian Tire Bank has appointed a Seniors Champion to inform and maintain adherence across the organization to the Code's principles and provide visibility on activities impacting seniors.