

Canadian Tire Bank (“CTB”) is committed to customer service excellence and recognizes a consumer’s right to make a complaint. Complaints provide vital feedback about CTB’s products and services and the way they are offered or sold. Complaints also aid in identifying processes, systems and/or areas of service that may need improvement to enhance overall customer experience at CTB. Accordingly, customers that have (a) complaint(s) regarding CTB products and services, are encouraged to tell CTB about it by following the Complaint Resolution Process, which is guided by the principles of accessibility, transparency, and efficiency.

STEP 1

CTB’s customer service team will attempt to resolve complaints at first point of contact. However, if a complaint is not resolved after 14 days, it will automatically escalate to Step 2 - the Complaint Resolution Team. Customers may also request that their complaint be handled directly by or escalated to the Complaint Resolution Team, at any time.

STEP 2

The Complaint Resolution Team provides an unbiased investigation of complaints through a process that is fair and transparent. Through its complaint investigation process, the Complaint Resolution Team will attempt to resolve customer complaints and, where applicable, recommend fair and reasonable solutions.

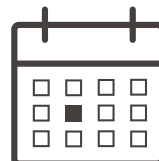
STEP 3

If the Complaint Resolution Team is not able to resolve a complaint to the customer’s satisfaction or 56 days have elapsed since the complaint was received by CTB, the customer may escalate their concerns to the Ombudsman for Banking Services and Investments (“OBSI”). The OBSI is an independent, confidential, and free dispute resolution service for consumers with a complaint that cannot be resolved with their financial institution.

The Complaint Resolution Team tracks complaint volumes, reasons for complaints and the average handle time for each complaint. Below you will find our annual report which outlines this information.

2023 Total	
Total number of complaints escalated to CRT	856
Number of Complaints Resolved	412

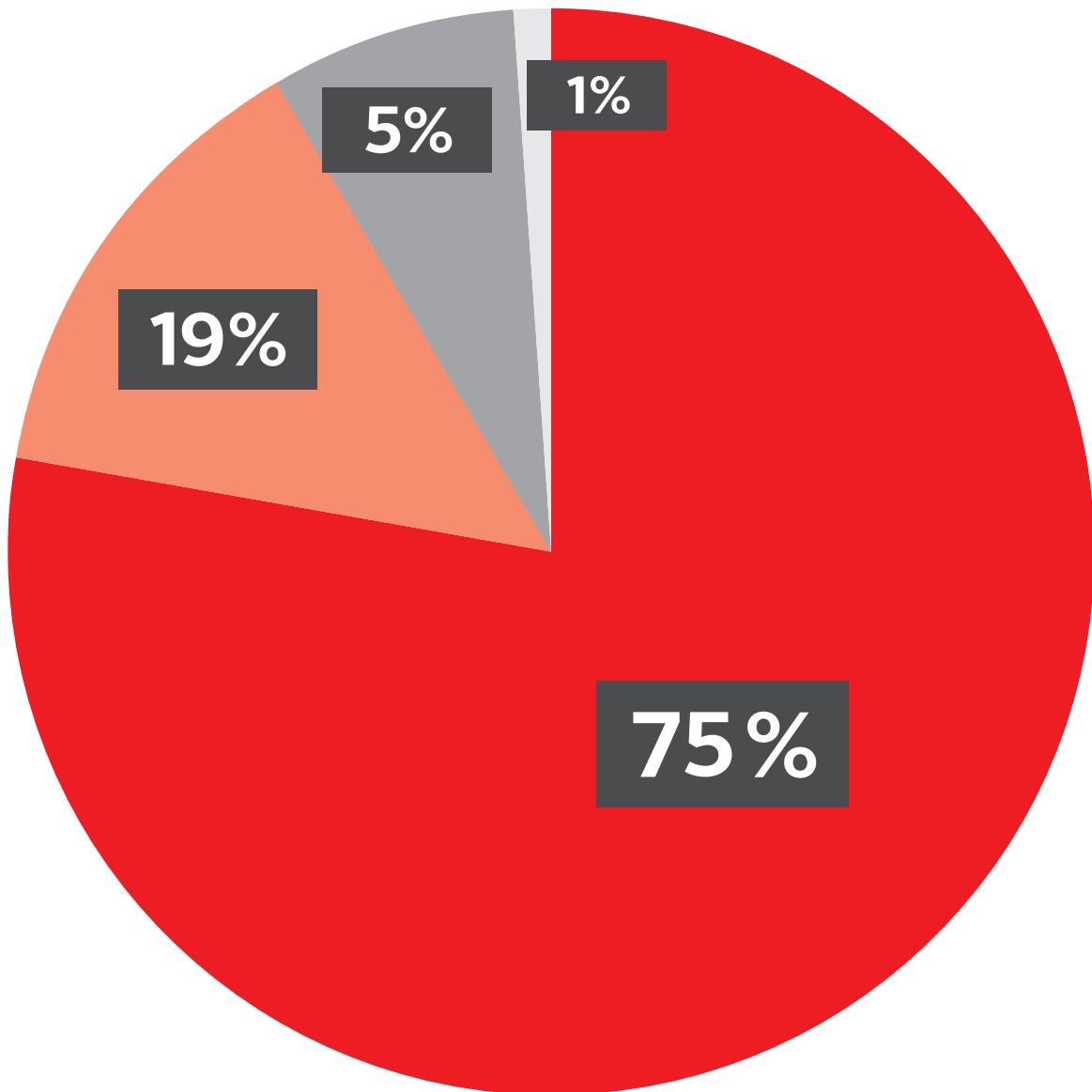
Average length of time CRT took to review and investigate escalated complaints.




40 Days

2023 The products or services to which the complaints are related.

2023 Case Review by Outcome



 Credit Card

 Insurance

 Other

 Investments

A description of the nature of the complaints, beyond the related product or service information contained in the classification.

