

The Sensible Crowd (Pty) Ltd

Company Registration No. 2023/145598/07



Physical Address

2 Joe Hanna Street
White River
Mpumalanga
1240

Tel: +27 10 001 7590

www.thesensiblecrowd.com

Postal Address

Suite 178
Private Bag X3
Strubens Valley
1735

The Sensible Crowd (Pty) Ltd Code of Conduct

Our reputation is the foundation of our success. If that foundation is poor, we will not have the strength to build on it. If it is strong, we can grow with confidence.

Each of us has a personal responsibility to make sure our business dealings – with clients, colleagues, financial and insurance markets, suppliers, government and regulatory bodies and others are of the highest order, so that our reputation is maintained and strengthened.

All of us should endeavour to deal fairly with clients, colleagues, financial and insurance markets, suppliers, government, regulatory bodies and competitors. We should not take unfair advantage of anyone through misrepresentation of facts, abuse of privileged information, manipulation or any other unfair-dealing practice.

At The Sensible Crowd we strive to ensure that the provisions of the code form an integral part of our working lives and oblige all employees and representatives of the company.

- a) Act honestly and fairly and with due skill, care and diligence, in the interests of clients and the integrity of the financial services industry.
- b) Have and employ effectively the resources, procedures and appropriate technological systems for the proper performance of professional activities.
- c) Seek from client's appropriate available information regarding their financial situations, financial product experience and objectives in connection with the financial service required.
- d) Act with circumspection and treat clients fairly in a situation of conflicting interests.
- e) Never to use coercive tactics when dealing with a client, nor ask them to waive any rights granted by any legislation; and
- f) Comply with all applicable statutory or common law requirements applicable to the conduct of business.

The directors, management and staff of The Sensible Crowd also adhere, support and abide fully with all Charters and Legislation.

Name: Rian Kotze

Signature: *RKotze*

Place: Pretoria

Date :15 January 2024

Directors

R Kotze LLB Managing Director : HJ Ansara BA LLB Dip ARB MBL