

# Manulife Bank's Commitment to the Delivery of Banking Services to Seniors

At Manulife Bank, we value the relationships we have with our senior customers, and we remain committed to meeting the diverse banking and accessibility requirements of seniors. We have a dedicated Senior's Champion who advocates leadership in supporting the Code and which increases awareness within the bank of matters pertaining to our senior customers.

The principles below show how we support the **Code of Conduct for Delivery of Banking Services to Seniors:**

**Principle 1: Banks will establish and implement appropriate policies, procedures, and processes to support the Code.**

Manulife Bank has internal policies and procedures in place to support our employees when they engage with our senior customers. These include:

- Training modules and internal resources which help employees and representatives identify situations in which seniors might require help with their banking activities. This includes guidance to identify and escalate cases of suspected fraud or financial abuse.
- Our Code of Business Conduct and Ethics supports fairness and honesty in our interactions with seniors and customers generally.
- Our Regulatory Compliance Management Framework comprises key components designed to ensure alignment with applicable laws, regulations, and industry standards. These components include policies and procedures with which we have established comprehensive, organization-wide compliance that reflect current regulatory expectations and best practices. We provide ongoing training and awareness to ensure employees are informed about current and emerging regulatory requirements and industry best practices, which includes the needs of our senior customers.

**Principle 2: Banks will communicate effectively with seniors.**

We're committed to facilitating effective communication with seniors. We have the following measures in place:

- We have a banking support for senior's page on our website dedicated to our senior customers.
- To raise ongoing awareness on important topics such as security and fraud prevention, our website has a dedicated section on how to best protect oneself against fraudulent product offerings, tips for safe online and mobile banking, how to prevent falling victim to scams and how to protect against identity fraud. These articles are regularly updated to remain current. We also provide guidance on what to do if a senior customer suspects they're being defrauded.
- To raise awareness on important topics affecting seniors, Manulife Bank has information on our website about "What is a Power of Attorney" and "What is a Joint Deposit Account?"
- We're committed to meeting the accessibility needs of our senior customers and can provide accessible or alternative document formats when a customer requests them.

**Principle 3: Banks will provide appropriate training to their employees and representatives who serve seniors.**

Employees and representatives are required to complete training on the Code including the following:

- We provide competency-based training programs which employees and representatives are required to complete. This training covers specific areas and what to do when identifying red flags, listening for verbal cues, the appropriate action to take in such cases, elder abuse, withdrawal requests, EMTs, wire transfer requests, senior fraud, scams and Powers of Attorney.
- We provide mandatory training on our Code of Business Conduct and Ethics to all our employees. This includes information on acting fairly and honestly with our customers, compliance with applicable Laws and Codes, and a commitment to treating customers fairly and ensuring good customer interactions.
- Our training material undergoes regular review to ensure it remains current and in line with vulnerabilities that our senior customers might encounter.

**Principle 4: Banks will make appropriate resources available to client-facing employees and representatives to help them understand matters relevant to seniors' banking needs.**

- Employees and representatives have access to internal procedural documents to help them meet the needs of our senior customers. This includes how to deal with certain scenarios such as new accounts opened via identity theft, account takeovers and elder fraud.
- We have resources available to help employees understand matters relevant to the banking needs of our senior customers. This includes how to serve seniors with accessibility and online banking needs.
- Our senior's champion provides support to employees who deliver services and products to our senior customers.

**Principle 5: Banks will endeavour to mitigate potential financial harm to seniors.**

As financial fraud, financial abuse and scams are often directed at seniors, we have the following resources to help minimize potential financial harm to our senior customers:

- The bank has dedicated articles on our website about security and fraud prevention. These articles are frequently updated to remain current.
- We have a dedicated page on our website called banking support for seniors. This page provides useful information on mobile and online banking, security and fraud prevention and advice and planning for the future.
- We have internal documents available to employees to raise awareness about protecting vulnerable customers and what to do when faced with such a situation.
- We have fraud transaction monitoring in place which alerts us to unusual transactions involving seniors. We also provide education to our senior customers in cases of potential financial harm or where a senior customer has a history of being targeted by fraud scams.

**Principle 6: Banks will take into account market demographics and the needs of seniors when proceeding with branch closures.**

- Although we do not have physical branches, we strive to raise continuous awareness of issues which might impact seniors.

**Principle 7: Banks will publicly disclose the steps they have taken to support the principles set out in the Code.**

- Our Commitment to the Delivery of Banking Services to Seniors highlights our ongoing commitment to serve our senior customers in the best way possible.