Fair Treatment and the Consumer Duty

WAY Fund Managers Limited (WFM) is committed to acting in the interests of its customers and supporting good outcomes for retail investors through the activities for which it is responsible.

Our approach reflects the Financial Conduct Authority's Principles for Businesses, including the requirement to treat customers fairly and, where applicable, the Consumer Duty. We seek to act in good faith, avoid foreseeable harm and enable and support retail investors to pursue their financial objectives.

As the Authorised Corporate Director of authorised investment funds, WFM maintains governance and oversight arrangements throughout the lifecycle of its funds. These include:

- applying the FCA's product governance requirements when designing, approving and reviewing funds.
- considering whether each fund continues to meet the needs, characteristics and objectives of its identified target market.
- undertaking and overseeing fund value assessments, charges and costs in accordance with WFM's responsibilities as Authorised Corporate Director.
- seeking to ensure that communications for which WFM is responsible are clear, fair and not misleading.
- considering the needs of investors, including, where we are able to, those in vulnerable circumstances.
- monitoring available management information, complaints and other indicators of investor outcomes, and
- taking appropriate action where issues or risks of harm are identified in relation to activities for which WFM is responsible.

WFM works with fund sponsors, investment managers, distributors, platforms and other service providers. Responsibility for investor outcomes may be shared between firms, with the extent of each firm's responsibility depending on its role and influence over the relevant outcome. WFM seeks to ensure that the parties with which it works understand their respective responsibilities and share appropriate information.

WFM remains responsible for meeting the regulatory obligations applying to its own activities and for maintaining appropriate oversight of activities undertaken on its behalf.

Fair treatment and good investor outcomes are central to WFM's culture, governance and decision-making. We keep our approach under review to reflect applicable regulatory requirements and relevant developments.

This statement describes WFM's general approach. The precise regulatory requirements applying to an activity will depend on the relevant product, customer, activity and WFM's role.

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