

# STATEMENT OF VALUES

Version 1.1

December 2024



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1.0	26/06/2021	Company Secretary
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## 1. PURPOSE

Centrepoint Alliance Limited ACN 052 507 507 (Company), and its subsidiaries (Group) is committed to acting lawfully, ethically and responsibly. The board of directors (Board) of the Company has established this Statement of Values for the purpose of ensuring that the Group's values create a link between the Company's purpose and its strategic goals by expressing the standards and behaviours that it expects from its directors, senior executives and employees to fulfil its purpose and meet its goals.

## 2. STATEMENT OF VALUES

At Centrepoint Alliance we are committed to assisting our authorised representatives and associated licensees provide the best financial advice and financial services to the Australian community. We believe that by receiving trusted, expert and reliable financial advice Australians will feel more secure about their financial wellbeing and their future. This is good for them, and it is good for our society.

Underpinning these commitments and beliefs, the Company and its employees embrace the following values.

### 2.1 CLIENT FOCUS – Our clients are at the forefront of everything we do

We are committed to prioritising the needs and interests of our clients in all our actions. At Centrepoint Alliance, we strive to provide unparalleled financial advice and services that serve the best interests of our clients. By putting our clients first, we aim to foster long-lasting relationships built on trust, transparency, and mutual success.

### 2.2 COMMUNITY – We are stronger together

At Centrepoint, we believe that our staff work best when they work as a team. Clear communication, honest sharing and constructive feedback are vital elements for any high-performance team.

“Community” extends beyond our staff to our community of advisers, whether they are authorised representatives or associated licensees. Our community of advisers are stronger when they share ideas, experiences and learning. We are committed to our community of advisers.

### 2.3 PASSION – We believe in what we do

Our staff believe that when they help advisers provide the best possible financial advice and financial services to Australian consumers, they promote not only the interests of those Australians receiving it, but they also benefit our society and the Australian economy. We believe Australians need financial advice and we are committed to assisting financial advisers provide the best advice they can to the most Australians possible.

### 2.4 ACCOUNTABILITY – We do what's right

As individuals and as a company, we believe in taking initiative, acting responsibly and owning our actions. We will always be honest; we will always be ethical, and we will always be proud of our actions and our intentions. We are committed to act with integrity in everything we do.

### 2.5 LEADERSHIP – We lead by example

All of our staff are leaders. We listen with empathy; we serve with passion, and we take responsibility for outcomes. We look for opportunity and we are watchful of risk. We challenge the status quo, and we stretch our capability. At Centrepoint, we “step up to the plate”. We seek out innovation, yet we maintain traditional values

and decency. We are committed to setting a course always for the benefit of our stakeholders, our shareholders, advisers and our clients.

### **3. INSTILLING VALUES**

The senior executives within the Group will be responsible for instilling the values across the Group as an organisation.

All employees will receive training on the values and senior managers will be expected to continually reference and reinforce the values.

### **4. REVIEW**

This Policy will be reviewed periodically.