

Fairbairn Consult Advertising and Branding Policy

1. Purpose of this policy

The purpose of this policy is to:

- 1.1 Guide advisers, planners and franchise owners and managers on matters affecting advertising and branding
- 2.1 Ensure that the Fairbairn Consult (FC) brand is not damaged through inappropriate advertising or branding
- 3.1 Set out the consequences of breaching the policy

2. Applicability of this policy

- 2.1 This policy applies to all FC financial advisers, planners, Franchise owners and managers and any support staff
- 2.2 This policy is not applicable to the OMCC division of FC
- 2.3 It includes all advertising and branding across all media, whether physical or virtual
- 2.4 The policy will be reviewed from time to time

3. Advertising and branding policy

- 3.1 For the purposes of advertising, promotions, branding or anything similar, all FC advisers and planners and all FC Franchise owners and managers must obtain prior permission from FC for the use of the Fairbairn Consult brand, name, logo, color scheme, strap line or anything similar.

In addition, attention is drawn to the following clauses in the Fairbairn Consult Mandate Agreement

ADVERTISING

- A. Before advertising in any media or public space the Mandatary will require approval the intended advertisement from FC, which approval will not be unreasonably withheld.
- B. Any advertising by a Mandatary will be required to adhere to the FC brand standards as determined by FC from time to time.
- C. It is specifically recorded that any such advertising will be required to adhere to the requirements for advertising as determined in terms of FAIS.

- 3.2 FC advisers, planners and franchises may co-brand their practice / business alongside the FC brand, provided that the brands are in similar proportions. In all instances, it must be clear that FC is the FSP and should in no way suggest that the practice or franchise is an FSP. Co-branding templates are available on request and all co-branding requires FC approval.
- 3.3 FC advisers, planners and franchises may use their own name with Fairbairn Consult for signage. Unlike other advertising and marketing, you are not required to state that Fairbairn Consult is a licensed FSP in your signage. It must be clear in all other communication that FC is a licensed FSP.
- 3.4 All FC advisers and planners will describe themselves using designations approved by the Financial Sector Conduct Authority and required in terms of legislation. At present, these descriptors are: "Financial Adviser" and "Certified Financial Planner" (for advisers with a CFP qualification). In certain instances, FC may approve a designation such as "Short-term specialist adviser".
- 3.5 In terms of the FAIS update in June 2020, FC advisers and planners may not describe themselves or their advice as "independent" because there is a product provider in our group of companies. Instead, FC advice is described as "unbiased", and our advisers can be described as a "Registered Financial Adviser providing unbiased advice".
4. Consequences of breaching this policy
- Depending on the nature of the breach, FC may demand that inappropriate advertisements or branded items be removed, destroyed, or withdrawn. In addition, FC may terminate the adviser's Mandate Agreement, cancel a Franchise Services Agreement and take further action if warranted.