

## OUR VALUES &amp; PRINCIPLES

- ✓We are conservative.
- ✓We are dependable.
- ✓We promise good returns without taking unnecessarily high risks.
- ✓We are a commercially oriented, for profit enterprise.
- ✓We have a passion for service.
- ✓Exciting the 'customer' is our business.
- ✓We understand that without 'satisfied customers' we cannot remain in business.

## Trustfund Pensions Plc

## Trustfund Pledges Innovative Services



**From left:** Chief Compliance Officer Trustfund Mrs Racheal Osa-Obi; Ambassador/Honorary Consul of Belize to Nigeria, Dr. Ifeanyichukwu Ahmed Ifedi; MD/CEO Trustfund, Mrs Helen Da-Souza and Surveillance Officer PENCOP, Mr. Dahiru Abdulkadir Mohammed; during the 2015 Corporate Compliance and Ethics Week in Abuja, recently.

**T**rustfund Pensions Plc has said it will constantly employ innovative means to ensure its services meet the perpetually evolving needs of its customers who are increasingly demanding the best services.

Managing director of Trustfund, Mrs. Helen Da-Souza made the pledge in Abuja at the end of a week-long Annual Corporate Compliance and Ethics Week organized by the company, to acknowledge the positive impact of compliance and ethics on the company and promote the importance of ethical values to the company's mission.

She said that the level of enrollee awareness and sophistication recorded in the pension sector of the Nigerian economy has been phenomenal since the contributory pension scheme started in 2004, adding that customers are very well aware of their rights and the kind of services they want.

"This has put all the pension fund administrators on their toes to invent innovative ways of not only getting new customers, but maintaining the existing ones. Here at Trustfund, we are constantly reeling out

innovative techniques to ensure we maintain our leadership position in the pension industry"

"For instance, we have for a where we meet our customers periodically to know their challenges and how we can solve those challenges. We also use those fora to clear areas of misunderstandings. No doubt, these avenues have provided the opportunity of knowing our customers better and how to meet their demands" she said.

The company's Chief Compliance Officer Mrs. Rachael Osa Obi speaking on the importance of customer satisfaction to Trustfund said "Connecting to our customers on an emotional level is the key to establishing a lasting relationship with our brand.

"we must go beyond simply registering customers to developing strong bonds. It is essential that we provide unique customer experience by proactively anticipating our customers' needs and expectations and exceeding them every time. That is excellence"

## We are Listening

Written by:

Mrs. Helen Da-Souza,  
Managing Director/CEO,  
Trustfund Pensions Plc

**I**t is my pleasure to herald the commencement of our second Annual Corporate Compliance and Ethics Week scheduled to hold from 15<sup>th</sup> to 19<sup>th</sup> June 2015— a time to evaluate our performance nationwide, in the past one year.

The theme for the 2015 Corporate Compliance and Ethics Week is "**We are Listening**". As we pause to reflect on the essence of this week, we should recognize that compliance is not an annual activity, but a culture which must be ingrained into our daily business activities.

Over the course of the past year, the company has faced challenges which has informed our focus, this week, on the value of integrity, which means that we must always act with high moral principles, adhere to the highest professional standards, and maintain the trust and confidence of customers and all others with whom we interface as staff of Trustfund Pensions Plc.

While we mark this week, it is pertinent that we take time to focus on what matters the most — our customers' satisfaction, through total compliance with laid down laws, rules and guidelines. Your commitment to ethical behaviour is key to our being leader in the industry. Thus being a Trustfund employee means doing the right thing, all the time, in all situations. Therefore adhering to the highest standards of ethical conduct should be in our DNA, as our reputation for trustworthiness is part of what makes us unique.

We should endeavour to report all violations without reservations to enable the Company nip same in the bud before it is found out by the regulators and becomes detrimental to the Company.

Please note that full participation in all the lined up activities for the week is mandatory and I trust you will all comply.

I wish you all the very best.