



## **MTN POSITION STATEMENT**

### **Treating Customers Fairly**

#### **Introduction**

MTN is committed to ensuring the best customer experience is achieved by focusing on customer needs and expectations, and meeting them. We strive to protect customers and ensure fairness for those interacting with our products and services.

#### **Purpose**

The purpose of this policy is to:

- Ensure our customers achieve fair outcomes and that the relationship of trust between us is maintained and enhanced
- Ensure that performance and service is in line with our customer expectations.
- Includes transparent customer complaints procedures and other related changes in our customer approaches intended to ultimately improve customer experience.

#### **MTN's approach**

MTN is guided by the following globally defined standards:

- Treating Customers Fairly (TCF) framework.

Over the past few years, many Value-Added Service Providers (VASPs) and Wireless Application Service Providers (WASPs) have come on board to offer value-added or premium services to our customers, using a combination of platforms. Examples of such services include basic text information such as news and weather alerts and more advanced content services such as games, music and videos available on apps and the internet.

As the number of services offered to our customers by MTN or our partners continue to increase, it is important that our customers remain aware of the costs they incur, the services they use and how to control and remove access to these services.

To facilitate transparency and customer control, we have developed a framework ensuring that our customers are treated fairly. The framework sets the mandatory requirements for implementation in key customer service processes in all MTN operations.

#### **Key principles in ensuring that customers are treated fairly:**

- Ensure that pricing information is not misleading for once-off transactions and subscriptions across all services.
- Ensure that our customers can authenticate their access to MTN services and any related third party, by opt-in features for subscription offering as well as renewal notifications and supporting requests to unsubscribe and 'do not disturb' messages to restrict promotional or unsolicited messages.
- Provide customers with simple options of managing their status.
- Offer Do Not Disturb (DND) customer management to allow the restriction and management of promotional messages.



- Some notification messages are not subject to DND to ensure our customers receive all service-related notifications such as welcome messages, reminder messages, service, usage notifications, subscription renewal notifications and service termination notifications. This assures our customers that they are aware of activities on their handsets and can notify MTN in the event of any concerns regarding possible fraudulent activity. Welcome messages to our customers are sent for various activities including when SIM cards and subscriptions are activated, and when customers roam on other networks.
- Provide customers with control of subscribing to a service at the end of a free trial period.
- Restrict welcome and reminder messages between 9pm and 7am to avoid disturbing customers or customers not being aware of these messages.

### **Roles and responsibilities**

Our Board through the Group Social, Ethics and Sustainability Committee has oversight of the Group's actions and performance regarding treating customers fairly.

The Group Chief Operating Executive is accountable for treating customers fairly, in line with the MTN Group

### **Accountability and transparent reporting**

We are committed to transparency and disclosure regarding Treating Customers Fairly at MTN.

### **Communication and training**

To make certain that our customers understand their rights and are treated fairly, each of our country operations can use market-relevant and widely understood words and language while ensuring compliance with the overall framework.