

## **“Charter of Choice – Lifestyle Financial Services Pty Ltd”**

We are in the business of providing strategic financial advice to our clients. Quite simply, our product is “advice”.

If we recommend a particular product, it is because we believe the recommendation is in the best interests of our clients.

Independent research determines the financial products we recommend. Our research is not influenced by unreasonable limitations placed upon us by our licensee.

Our research is documented in our methodologies which are updated at regular intervals.

In general terms, we will consider recommending a financial product based on the following criteria:

- It is provided by a major financial institution and we are confident that they have the financial strength to prosper in the future.
- It is of a high quality, providing appropriate features and benefits.
- Fees and costs are reasonable.
- Service levels are high.
- Results of own in-house research, research provided by our dealer group (licensee) and research provided by other external research organisations (to which we subscribe).

Without limiting the definition of major financial institution, we would include the following group and their subsidiaries:

- Commonwealth Bank (including Colonial First State)
- National Australia Bank (including MLC)
- ANZ (including OnePath)
- Westpac (including St George)
- Challenger
- Tower
- Macquarie Bank
- AMP
- AXA