



**SHIELD LIFE**  
LIMITED

*YOUR SHIELD FOR LIFE*

# TREAT CUSTOMERS FAIRLY

Consumers are confident that fair treatment is central to our Company's culture



Culture

Consumers have Products & Services that meet their needs



Right Product

Consumers receive communication that is clear and in understandable language



Informed

Consumers receive suitable advice aimed at their circumstances



Suitable Advice

Consumers receive Products & Services that will meet their expectations



Meet Expectations

Consumers experience no post-sale barriers



Excellent Service