ELSIE FINANCIAL

Elsie Financial Limited Client Service Agreement

This Client Service Agreement ('Agreement') sets out the services that we will provide to you, including any important information you should know before deciding to obtain financial advice from us.

About your Financial Advice Provider

Avon Financial Services Ltd (FSP770433) holds a license issued by the Financial Markets Authority (FMA) to provide financial advice. Elsie Financial Limited (FSP1007542) is authorised by that license to provide financial advice.

At Elsie, our purpose is "To provide a safety net for those unexpected life events" and our number one value is 'the client is at the heart of everything we do'. We are here to help you understand your insurance needs and provide valuable advice to ensure you get the right type of strategy for your personal circumstances.

About your Financial Adviser

I am a Financial Adviser (FSP773958) and am giving advice on behalf of Elsie Financial Limited.

My details are as follows:

Name: **Luke Gordon**

Telephone: **027 257 3105**

Email: **luke@elsiefinancial.co.nz**

Business Address: **43 Riverstone Drive, Rolleston, 7614**

Neither Elsie Financial Limited nor I have been subject to a reliability event. A reliability event is something that might materially influence you in deciding whether to seek advice from me or Elsie Financial Limited. As an example, it would include legal proceedings against me, or if I had been discharged from bankruptcy in the last four (4) years.

Nature and Scope of My Advice

I can provide you with financial advice from the following Life and Health product providers: Partners Life, Asteron Life, AIA, Chubb Life, Fidelity Life, NIB and Southern Cross.

Outside of My Scope

- **KiwiSaver:** I do not provide advice on KiwiSaver. However, I can refer you to one of Avon Financial Services professional partners who specialises in this area. Please let me know if you would like advice on these products.
- **Mortgage and Lending:** I do not provide advice on Lending. However, I can refer you to an adviser who specialises in this area. Please let me know if you would like advice on these products.
- **Fire and General Insurance:** I do not provide advice on Fire and General Insurance. However, I can refer you to an adviser who specialises in this area. Please let me know if you would like advice on these products.
- **Investments and Retirement Planning:** I do not provide advice on Investments and Retirement Planning. However, I can refer you to an adviser who specialises in this area. Please let me know if you would like advice on these products.
- **Accounting:** I do not provide advice on Accounting or Taxation. However, I can refer you to an adviser who specialises in this area. Please let me know if you would like advice on these products.
- **Legal:** I do not provide legal advice. However, I can refer you to an adviser who specialises in this area. Please let me know if you would like advice on these products.

Your obligations

It is important that you provide accurate and timely information. You have a duty of disclosure to advise of any significant matters or changes that the product provider (or adviser) should be made aware of before making their decision.

My commitment to you

As your Financial Adviser, I have a number of obligations that I must comply with. These include adhering to a Code of Professional Conduct for Financial Advice Services, legal duties prescribed by law and a requirement to meet certain standards of competence, knowledge and skill. In addition to the above I will:

- Act in your best interests when providing financial advice.
- Ensure that the financial advice is suitable for you.
- Help you understand the advice process and any complex terminology.
- Exercise care, diligence and skill in providing you with a financial adviser service.
- Provide my financial advice in writing.
- Maintain accurate records and keep them safe and secure.
- Provide my services in a timely manner.
- Keep your personal information confidential and restricted to only the parties who require it as part of the application process.

Timeframes

You will need to allocate approximately 30 – 60 minutes for our first financial advice meeting. 2 – 3 meetings may be required for the entire application and advice process to be completed, depending on the complexity of your requirements. I will contact you from time to time to see if your circumstances have changed or if I can be of any further assistance to you. I also encourage you to contact me if your situation changes and you require any changes to your strategy.

How I manage any conflicts of interest

I have an obligation to act in the best interests of clients when making a recommendation. Should any actual or potential conflicts of interest arise during the advice process, I undertake to bring any such conflict of interest to your attention so that you may assess my advice objectively. I complete annual training about how to appropriately manage conflicts of interest. Avon Financial Services Ltd undertakes a periodic compliance review of my advice process. Avon Financial Services Ltd also engage an independent compliance consultancy firm to conduct ongoing independent compliance review and audits.

How I am paid for my advice

Most of the time, our services to you are completely free. That's because instead of being paid by you, we receive revenue from our product suppliers, and the insurers. In certain circumstances I may need to charge a fee for our time, but this will be discussed and agreed with you beforehand. More specific detail on this will be included with my written recommendations. Elsie Financial Limited are paid in the form of a commission from product providers should you decide to take out insurance following the advice provided.

If you accept and act on my advice, we will receive a commission. Conversely, if you do not accept and act upon my advice, we will not receive a commission. To ensure that I prioritise your interest above my own, I follow an advice process that ensures my recommendations are made on the basis of your individual goals and circumstances.

Referral Fees and Third-Party Relationships

We are occasionally introduced to new clients through our trusted referral partners. Just as we like to thank them for connecting us with people like you, they may choose to thank us in return. In some cases, we may receive a referral commission of between 10%–20%, either on any fees they charge you, or on the commissions they receive during the first year of doing business with you. We do not receive any renewal or ongoing commissions beyond the first year.

Please note that legal service referrals do not include any exchange of referral commissions, in accordance with the requirements of the Lawyers and Conveyancers Act (Lawyers: Conduct and Client Care) Rules 2008.

We are committed to transparency, and further details about any specific referral arrangements can be provided upon request.

Insurance Commissions

The commission I may receive is between 50% and 130% of the first year's premiums of your policy. The amount depends on which insurance company and which insurance policy you choose.

Elsie Financial Limited may also receive commission of between 50% and 200% of the first year's premiums of your policy, depending upon which insurance company and which policy you choose. Elsie Financial Limited also receives a commission of between 5% and 20% of the premium for each year the policy remains in force. In addition, Avon Financial Services Ltd may also receive commission of between 0% and 30% of the first year's premiums of your policy, depending upon which insurance company and which policy you choose.

How we collect, use and share your information

Elsie Financial Limited complies with the Privacy Act 2020, including Information Privacy Principles 3 and 3A. We collect personal and financial information about you to assess your eligibility for insurance products, provide our services, and meet our legal and regulatory obligations. We collect information directly from you and, where reasonably necessary, from third parties. This may occur during onboarding, advice, application, and ongoing servicing of your insurance arrangements. Where required to provide our services, we may collect and share information about you from third parties, including referral partners, insurers and product providers, financial institutions, professional advisers, and publicly available sources. Where we collect your information indirectly, we will take reasonable steps to notify you of the collection, its purpose, intended recipients, and your rights of access and correction. We may also disclose your information where required or permitted by law, to professional advisers (such as solicitors or accountants), to regulatory or oversight bodies (including the Financial Markets Authority, disputes resolution schemes, and our compliance reviewer), or in connection with the sale of our business.

We take reasonable steps to protect your personal information from loss, misuse, or unauthorised access. You may request access to, or correction of, your personal information at any time. We will notify you of any material changes to how your information is handled.

above via email and/or via post.

In the event of a complaint or a dispute

The Avon Financial Services Ltd website https://www.avonfinancialservices.nz/ outlines the procedure to be followed if you have a dispute and/or wish to make a complaint about the financial advice or services provided. If you are not satisfied with our service or the advice received, please contact us in the first instance. If we cannot resolve your complaint, you can refer it to Financial Services Complaints Limited (FSCL), our independent disputes resolution scheme.

Termination

This Agreement will remain in place until it is terminated by either party giving the other at least thirty (30) days written notice.

Adviser Acknowledgements

I confirm that I have discussed the information in this Client Service Agreement, and I have answered any questions to help ensure that our client understands the financial advice process.

I confirm that this disclosure is true and current as at 12 May 2026.