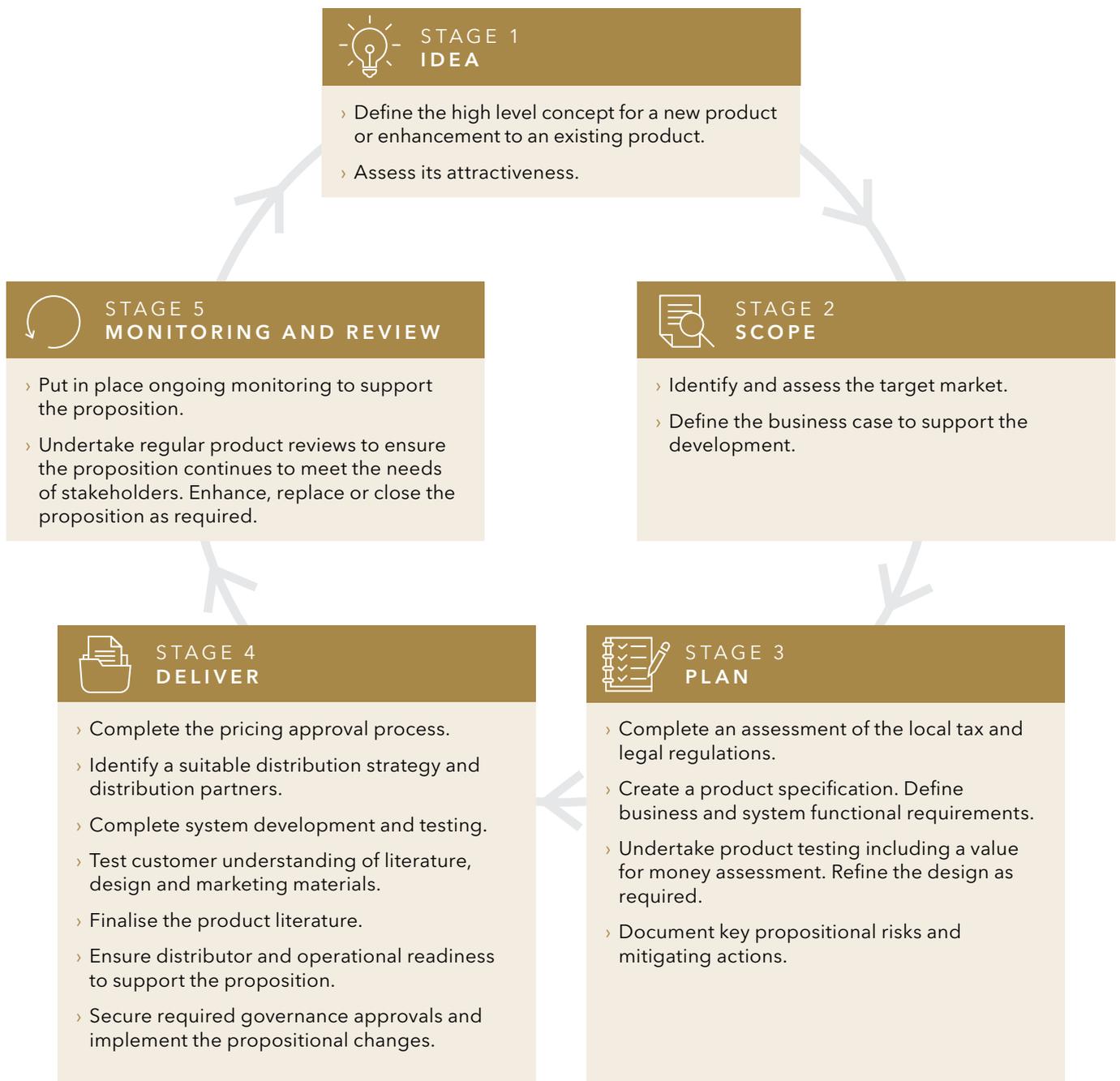


# PRODUCT LIFECYCLE MANAGEMENT CHART



This is a brief overview of the end-to-end process for Product Lifecycle Management for Utmost Wealth Solutions products of the Utmost International Group - from the development of products, through to the point at which they are withdrawn from the market.

It summarises the product development and design, monitoring and product review processes that are involved in product lifecycle management.





## NOTES

Our approach to Product Lifecycle Management (PLM) is centred on the concept of providing positive outcomes for customers. We recognise that a long term profitable relationship with customers and intermediaries is the natural consequence of putting their needs at the heart of our thinking and decision making process.

Our PLM approach embraces this concept, providing opportunities throughout the lifecycle of a product, from initial concept through to withdrawal of a product from market and beyond, to ensure we are on track to deliver positive customer outcomes.

If, at any time during the lifecycle of a product, circumstances are identified in relation to a product or its distribution that could have an adverse effect on customer outcomes, we shall take appropriate remedial action to mitigate the situation and prevent further occurrences.

Our product development process

- › ensures that products will only get approved if they meet the needs of the defined target market, do not adversely impact customers and prevent or mitigate customer detriment.
- › is proportionate to the level of complexity and the risks related to the products.
- › is documented and kept for audit purposes so that it can be made available to the competent authorities upon request.
- › supports a proper management of conflicts of interest.

The target market is defined early in the product development process as part of a wider customer centric approach and defined at a sufficiently granular level.

All new product developments and significant adaptations of existing products are tested appropriately to confirm they produce good customer outcomes in advance of being brought to market.

All core product related documentation arising from new product developments or adaptations of existing products are reviewed and signed off by an appropriate person(s).

We regularly review the products we offer or market to assess whether the product remains fit for purpose from a commercial, operational and regulatory perspective and to ensure it continues to produce good customer outcomes.

We monitor external developments which could materially impact the proposition.

We select distribution channels for each product that are appropriate for the complexity of the product and the product's identified target market.

We make all appropriate information available to our distributors to enable them to understand the product, identify customers who are in and outside of the target market, and carry out distribution activities in the best interests of the customer.

## A WEALTH *of* DIFFERENCE

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