

## Stakeholder Engagement

We work closely and proactively with our stakeholders to make sure we meet their needs, today and in the long term. We value trust, transparency and collaboration, just like they do. Discover our key stakeholders and how and why we engage with them.



### Our clients

#### Why we engage

Our clients want a seamless experience across our products, services and content, and we put them at the heart of everything we do. We're proud of our customer loyalty and want them to be completely satisfied.

#### How we engage

Our customer experts are based all around the world, so we can speak to customers round the clock, in their language where possible. We invest in high-quality communication technology because we know how important it is for our clients to connect to us.

Our platforms offer many tools and features for clients to interact with a wide range of content and education for all experience levels.

We value client feedback and take any opportunity to hear it so we can continually improve our service.

#### What matters most

**Products:** We diversify and evolve our award-winning products in response to clients' needs.

**Knowledge:** We understand how important high-quality, relevant content is, and ours cuts through the noise to guide and support our clients. Our demo accounts bring our products to life in a low-risk environment.

**Technology reliability:** A stable, secure, reliable platform is non-negotiable. Our teams work hard to deliver flawless trade execution.

**Support:** Round-the-clock trading coverage means our clients can rely on us whenever they need assistance.



### Our people

#### Why we engage

Our people are the foundations of everything we do. An engaged, motivated, talented team means we can stand out and deliver excellence for our clients.

#### How we engage

We recognise that our people are all individuals, and we engage with them in as many different ways as possible, from social channels to surveys, town halls to smaller workshops, and everything in between. Our home-grown employee networks promote inclusion and help us better understand all employee experiences.

#### What matters most

An on-going two-way dialogue means we get the best from our people, which in turn means the best for our clients.

We're also passionate about being recognised as a top workplace and employer.



### Our investors

#### Why we engage

Creating value and delivering for our investors is critical. We aim to develop long-term relationships with our investors, so it is important that investors understand our business, and that their expectations for the future are in line with ours. Staying informed of investor views helps us to tailor our messaging to the market.

#### How we engage

In a post-pandemic world, a hybrid model of both in-person and virtual meetings is the norm. This offers the best of both worlds between relationship-building and flexibility.

Our open dialogue with investors can range from one-to-one or group meetings, webcasts and roadshows, conferences, and questions submitted on an ad hoc basis. Our Board stays on top of investor feedback, and any investor changes, and incorporates these into their decision-making.

#### What matters most

Our experienced and well-informed Investor Relations team are always available, and any topic can be on the table: financial performance, strategy, capital allocation, client characteristics, cost control, regulation, and competitive position. We know that investor trust is key, and we are always receptive to both existing and prospective shareholders and bondholders.



## Our communities

### Why we engage

Our unwavering commitment to being a responsible member of the communities in which we operate is a driving force for our business, purpose and culture. It informs our approach to issues of sustainability and social responsibility.

### How we engage

Every one of our people is entitled to two days' paid volunteering leave per year, and up to £1,000 of matched funding for any charitable fundraising activities they participate in. We also encourage attendance at talks and events delivered by our charitable partners. We are very proud of our Brighter Future Fund. We continue to build partnerships with regional and global charities focused on the theme of empowerment through education.

### What matters most

We're in this for the long run. Our aim is to have the biggest impact and sustain the biggest benefits for our communities as possible.



## Our regulators

### Why we engage

Regulations influence how we can operate in the marketplace. We work proactively with our regulators to help them understand our products and our business model, so we can continue our existing activity and grow into new markets. We value our relationships with them and the insight they bring into upcoming changes and how we can best respond.

### How we engage

We understand the importance of transparency and know our regulators value this. Our regular two-way dialogue ensures that our actions and business model are consistent with regulatory expectations. From new business proposals to assisting with regulatory requests and investigations, we engage proactively and openly every time.

### What matters most

Regulators aim to safeguard individuals' best interests and ensure that all clients are treated fairly. They also focus on protecting the integrity of financial markets and capital and liquidity issues. We work to respect and follow both the letter and spirit of the regulations set out by local regulators to demonstrate that we share their vision.



## Our suppliers

### Why we engage

We recognise that suppliers are crucial to the quality of our service and products, and we enjoy mutually beneficial and lasting relationships with our vendors. Our supply chain is key in delivering our sustainability strategy. We expect our suppliers to embody our commitments to responsible business, education and the communities in which we operate.

### How we engage

We prioritise selecting partners that have effective controls and high-quality standards. Our robust screening process ensures we meet the high standards our clients expect. Frequent dialogue with our suppliers, whether informal discussions or more official exchanges, results in both sides getting value from the relationship.

### What matters most

We favour long-term partnerships with suppliers delivering exceptional service. To do this, we provide clarity on our expectations and make timely payment. Our suppliers appreciate fair, open and honest two-way communication and value the feedback we provide.

