

Purpose Statement BeFrank





Our origins

BeFrank was founded in 2010 based on the conviction that pensions can be better: fairer, simpler and, above all, focused on the participant's best interests.

That is why we choose clear explanations, understandable options and as little complicated jargon as possible. A pension is an important means through which participants can build their own future.

Financial confidence as our starting point

The financial world is becoming increasingly complex. At the same time, people are taking greater responsibility for their own financial wellbeing and future. This requires more than good products alone. It also requires trust, understanding and a sense of control over financial decisions.

That is why BeFrank aims to contribute to people's financial confidence. We help participants better understand their options, enabling them to make decisions about their financial future with greater confidence.

Making pensions understandable and relevant

What drives us every day is making pensions easier to understand and bringing them closer to people's daily lives. We want participants to feel financially secure and to be willing, able and confident enough to decide for themselves how they invest in their future.

We encourage and inspire participants to make informed choices. This includes giving them the option to decide how sustainably they want their pension savings to be invested. We provide information and insight without prescribing a particular choice. After all, it is the participant's pension.

Embedding our purpose in our strategy

Our goal of increasing financial confidence is an integral part of our business strategy and our day-to-day decision-making. It guides the way we develop our pension products and services, inform participants and make choices easier to understand.

We translate this objective into policies, ways of working, communications, goals and measurable outcomes. This allows us to track the contribution we make to financial confidence as well as to our social and environmental ambitions.

Our strategic objectives and results are discussed and evaluated on a regular basis. Where necessary, we adjust our approach. In this way, we ensure that our purpose not only describes what BeFrank stands for, but is also reflected in what we do.

Responsibility for our own operations

In our own operations, we take responsibility for the impact we have. We challenge ourselves to meet high standards and aim to create sustainable value over the long term.

As a financial institution, we recognise that we have a role to play in addressing social and



environmental challenges. We believe that pension investing and contributing to a better society and living environment do not have to be mutually exclusive. In fact, they can reinforce one another. What we do today should still stand up tomorrow.

Respect for human rights

BeFrank respects human rights as set out in internationally recognised standards and frameworks, including:

- the UN Guiding Principles on Business and Human Rights;
- the International Bill of Human Rights;
- the core conventions of the International Labour Organization (ILO).

Respect for human rights is not a standalone commitment for us. It is a fundamental part of who we are and how we operate.

Our ambition

We want to contribute to a future in which financial confidence is within everyone's reach. We also hope to inspire other organisations to take responsibility for their social and environmental impact.

Our ambition is clear: to make financial confidence the new normal. For everyone.