

# Consumer Duty

## Principal Global Investors (Europe) Limited

### About Consumer Duty

Consumer Duty introduces three components:

- A new overarching consumer principle which requires firms to act to deliver good outcomes for retail clients;
- Three new cross cutting rules which develop the FCA's overarching objectives for firm behaviour through three common themes applying across all areas of a firm's conduct:
  - Avoiding foreseeable harm to customers
  - Enabling customers to pursue their financial objectives
  - Acting in good faith towards customers;
- Four outcomes which contain a suite of rules and guidance, setting more detailed expectations for firm conduct in four areas that represent key elements of the firm-consumer relationship:
  - Communications
  - Product design
  - Customer service
  - Price and value

### Principal Global Investors (Europe) Limited (“PGIE”)

Principal Global Investors (Europe) Limited (“PGIE”) is authorised as a MiFID Firm and regulated by the Financial Conduct Authority (“FCA”) in the United Kingdom.

PGIE is acting in its capacity as a Distributor of Principal Global Investors Funds, an umbrella unit trust authorised by the Central Bank of Ireland as an undertaking for collective investment in transferable securities pursuant to the European Communities (Undertaking for Collective Investment in Transferable Securities) Regulations 2003.

As a FCA regulated MiFID firm that carries out regulated activities as part of a distribution chain with retail customers at the end, PGIE is subject to the Consumer Duty.

Please reach out to [contactpgi@principal.com](mailto:contactpgi@principal.com) should you require any further information regarding our implementation of UK Consumer Duty.