

Advertising Policy



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Policy Owner	Stefan Griesel & Sazar Bronn
Responsible Business Unit	Management

Advertising Policy

Advertising policy for Altitude Asset Management (Pty) Ltd in alignment with the requirements of the Financial Advisory and Intermediary Services Act, 37 of 2002.

General requirements

1. Marketing material / brochures / fact sheets / communications to investor / information provided / presentations made to all clients must:

1.1 be factually correct. Statements, promises and forecasts may not be fraudulent, misleading or untrue;

1.2 be provided in plain language, avoid uncertainty or confusion and not be misleading;

1.3 where provided in writing or by means of standard forms or format, be in a clear and readable print size, spacing and format;

1.4 with regards to all amounts, sums, values, charges, fees, remuneration or monetary obligations mentioned or referred to therein, be reflected in specific monetary terms: provided that where any such amount, sum, value, charge, fee, remuneration or monetary obligation is not reasonably pre-determinable, its basis of calculation must be adequately described.

2. Where performance data is provided, or awards and rankings are advertised a reference to their source and date must be included.

3. Where illustrations, forecasts or hypothetical data is provided, the following criteria must be met:

3.1 The illustrations, forecasts or hypothetical data must be supported in the form of clearly stated basic assumptions. This includes (but is not limited to) assumptions in respect of performance, returns, costs and charges. There must be a reasonable prospect that the forecasts / illustrations / hypothetical data can be met under current circumstances;

3.2 Provide a statement that the forecasts / illustrations / hypothetical data are not guaranteed and are provided for illustrative purposes only;

4. Where an advertisement carries a warning statement about risks involved in buying or selling a financial product, this statement must be prominently rendered or displayed.

5. Where information about past performance is provided, the marketing material must contain a warning that past performances are not necessarily indicative of future performances.

6. Altitude Asset Management and its representatives may not compare different financial products, product suppliers, FSPs or representatives unless the differing characteristics of each are made clear.

7. Altitude Asset Management and its representatives may not make inaccurate, unfair or unsubstantiated criticisms of any financial product, product supplier, FSP or representative.

8. Where a financial service / financial product is advertised by means of a public radio service, the advertisement must include our business name.

9. Any written, printed, or electronic marketing material / brochures / application forms / business cards / presentation slides must contain the following statement: "An authorized Financial Services Provider, FSP number: 46902"

10. All advertisements are to be authorized, prior to publication, by the Internal Compliance Officer, Nadia Lourens, and the External Compliance Officer, Frikkie Steenkamp, of Altitude Asset Management, who remains the responsible party for ensuring compliance with this Policy.

Signed on this 1 day of June 2026

A handwritten signature in cursive script, appearing to read "S. Lourens", is written above a dotted line.

(CEO//Key Individual//Manager)