

# Customer Engagement Policy

**The GPT Group will actively engage our customers and maintain positive customer relationships.**

We are committed to:

- Understanding, anticipating and responding to the needs and concerns of our customers and the communities where we operate;
- Initiating and fostering collaborative relationships with our customers and the communities where we operate that produce mutually beneficial opportunities;
- Proactively developing and maintaining active customer engagement programs that deliver a distinctly local experience;
- Measuring our levels of customer engagement, sentiment and satisfaction across multiple touchpoints and using key insights to inform our customer engagement strategy;
- Ensuring a reliable and superior level of service and amenity across our portfolio, that matches GPT's values;
- Upholding GPT's values and our commitment to human rights in our activities and decision-making to ensure we remain a highly trusted business with our customers and in the networks in which we operate;
- Encouraging our customers to embrace GPT's sustainability commitments and aspirations.

## **Core Principles and Approach**

At GPT, we believe that a customer-centric approach is essential to achieve success and yield results for our stakeholders. By gaining a deep understanding of our customers' business, needs and concerns, we actively foster meaningful and authentic long-term relationships that deliver positive customer experiences across the retail, office and logistics portfolios. Our customers include our investors, our people, as well as our tenants, retailers, visitors and shoppers, and wider industry and community networks.

We recognise the value of customer feedback. We are dedicated to creating opportunities for stakeholders to share their feedback through our relationship-based approach to community engagement, and by providing formal feedback processes for both [general feedback](#) and [formal complaints](#). We are also committed to providing timely, meaningful responses and taking additional action where necessary.

## **Implementation and Review**

The GPT Group's Leadership Team is responsible for the implementation and review of this Policy which is integrated into the day-to-day operations of GPT's assets. Strategies, activities and impacts relating to this policy are reported to the Leadership Team and the Sustainability and Risk Committee, and are incorporated into GPT's decision-making structures where appropriate.

The Policy will be regularly reviewed in light of legislative and organisational changes and developments in sustainability best practice, or at a minimum, every three years.