

# Customer Engagement Policy

## 1. Background and Context

Our vision is to be the most respected property company in Australia in the eyes of our Investors, People, Customers and Communities. In enabling this vision we aim to make a net positive contribution to our communities, people and environment.

We know that the most sustainable places are founded through engaging with and responding to the needs of those who use them – our customers. Our customer are those with whom we have direct commercial relationships – retail, office, and industrial tenants – as well as those who engage with our assets, such as site visitors and shoppers<sup>1</sup>. We choose to work actively with our customers, fostering productive, harmonious long term relationships. We aim to understand, anticipate and respond to their needs and concerns as we know this is essential to delivering enriching customer experiences.

In everything we do, we strive to achieve a high level of customer satisfaction, to provide a distinctive customer experience, and to become a valued partner of our customers – now and into the future. We are dedicated to ensuring a consistent level of service and amenity across our retail, office, and industrial/business park assets. This positive association allows our customers to not only expect a reliable experience from a particular site, but to depend on the GPT brand across all of our sites. At the same time, we seek to offer distinctly local, exceptional customer experiences. Finally, we aim to develop and support dynamic partnerships with our customers, listening to them, collaborating with them to serve their needs and aspirations and delivering on our promises to them.

We believe that this approach will help us attract and retain tenants, maintain high occupancy rates, and increase the number of visitors to our sites - outcomes that contribute to the success of both GPT and our tenants. We also believe that it will help ensure GPT's assets are valued by their communities and contribute to enriching peoples' lives.

## 2. General Policy

**The GPT Group is committed to delivering a consistent standard of service and amenity as well as a high level of customer engagement that enables us to best serve our customers' needs and concerns.**

We strive to:

- Be attentive to our individual customers and responsive to their needs and concerns
- Measure levels of engagement and satisfaction to ensure that we are meeting our customers' needs and responding to their concerns

**The GPT Group is committed to offering a distinctive customer experience designed to reflect and respond to local customers' needs and concerns.**

We strive to:

- Proactively develop and implement strategic responses to customer needs and concerns across all GPT assets
- Develop and maintain active customer engagement programs that encourage listening to our customers as well as sharing knowledge and insights

**The GPT Group is committed to developing meaningful partnerships with our customers by collaborating with them in ways that create opportunities and inspire innovation to meet our shared aspirations.**

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<sup>1</sup> GPT's customer definition differentiates our security holders as a separate group of stakeholders. Our commitment to engaging with investors is outlined within GPT's investor relations policies.

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We strive to:

- Maintain a collaborative partnership approach that promotes mutually beneficial strategic opportunities within existing business arrangements and the whole of the business
- Encourage and support customers to embrace GPT's sustainability commitments and aspirations to be an overall positive contributor to our communities, people and the environment.

### 3. Implementation and Review

At GPT we are all responsible for customer engagement, whether we deal directly with our customers or whether we place the customer at the centre of the decisions we make. It's through the little things done well – from providing a consistent level of service and amenity to a decision that responds to a customer's need or concern – that we show our commitment to our customers. It's also through the distinctive, memorable experiences we offer. And it's through listening to our customers and delivering on our promises to them. The passionate people who represent our brand all have a role to play in enriching the customer experience.

GPT will enact this policy through implementing a Customer Engagement Framework. Ultimate responsibility for implementation and review sits with the GPT Group's Leadership Team with oversight from the GPT Board Sustainability and Risk Committee.

Key Performance Indicators (KPIs) relating to each commitment identified in this policy will be developed and reported to meetings of the GPT Group Board Sustainability and Risk Committee and Leadership Team. These KPI's will be reviewed from time to time to ensure their continued relevance as measures of customer engagement strategies mature and evolve.

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

### 4. Management Approval

Bob Johnston  
Chief Executive Officer and Managing Director