



PC Financial Complaint Appeal Office 2025 Annual Report

The PC Financial Complaint Appeal Office (“**CAO**”) is the senior designated level for resolving customer complaints at President’s Choice Bank (“**PC Financial**”). The CAO provides customers with a fair and objective review of unresolved complaints after they have been addressed at the first two steps of PC Financial’s complaint handling process. While the CAO is not independent from PC Financial, it can assist in reaching a fair and reasonable resolution to unresolved complaints. Use of the CAO is confidential and free of charge.

The CAO does not provide legal opinions or advice, and any statutory limitation periods will continue to run while the CAO conducts its investigation. Any recommendations that may be made by the CAO are non-binding and voluntary on the customer and PC Financial.

Our Mandate

While the CAO works to respond to all customer concerns, some complaints fall outside of our mandate. These include complaints relating to:

- Credit and risk management decisions (such as decisions to approve or decline applications, increase or decrease credit limits, or close accounts)¹
- Pricing generally applicable to PC Financial’s products, including disclosed interest rates, fees and charges;
- Matters that have not been investigated and resolved or closed by PC Financial Executive Customer Care;
- Inquiries about PC Financial’s collection, use and disclosure of personal information, which may be addressed by reviewing the [Loblaw Companies Limited Privacy Policy](#), or by contacting the PC Financial Privacy Office.
- Matters that do not relate to products and services offered or provided by PC Financial (such as the PC Optimum™ program, PC® Insurance, or products and services offered by other members of the Loblaw group of companies); and
- Matters that have been referred to outside counsel, or for which legal action has been initiated or concluded. Note that if legal action is commenced in the course of an investigation, the investigation may be terminated by CAO.

¹ In these cases, the CAO may determine whether PC Financial’s policies have been followed but will not adjudicate the content of bank policies or disclose the reason for decisions made in accordance with those decisions.





PC Financial's Complaint Handling Procedure

We are committed to handling all complaints in a fair, timely and effective manner. We value your feedback and encourage you to contact us about your complaint to give us an opportunity to resolve your concerns. Please follow these steps if you have a complaint.

Step One: Our Customer Support team is your first point of contact

You can submit your complaint to our Customer Support team by webform, mail or phone.

- Online: Sign in to your account online and use the Complaints web form in the Support Centre
- Website: www.pcfincancial.ca/complaints
- Mail: President's Choice Financial P.O. Box 4403, Station A Toronto, ON M5W 5Y4
- Phone: 1 866 246 7262

Our Customer Support team routinely handles and makes operational decisions about complaints and is the first level of our complaints handling process. Once a complaint is submitted, you will receive an acknowledgement that your complaint has been received and is under review. At any point during this process, you can request that your complaint be escalated to PC Financial Executive Customer Care for handling. Please contact us by one of the methods described above, and if possible provide the reference number from our acknowledgement.

Step Two: PC Financial Executive Customer Care will handle escalated complaints

If our Customer Support team is unable to resolve your complaint within fourteen (14) days of receipt, we will escalate your complaint to PC Financial Executive Customer Care for handling.

You can contact PC Financial Executive Customer Care by email at customercare@pcbanc.ca, by mail at the address in Step 1 above, or by phone at 1 866 822 8775. If possible, please provide the reference number from our acknowledgement.

Step Three: Complaint Appeal Office

If your complaint is not resolved to your satisfaction by PC Financial Executive Customer Care you can escalate your complaint to the PC Financial Complaint Appeal Office for review. The PC Financial Complaint Appeal Office will undertake a review of all unresolved complaints. Although the PC Financial Complaint Appeal Office is not independent from President's Choice Bank, they will assist in obtaining a fair and reasonable resolution. Please note that the PC Financial Complaint Appeal Office will only be able to accept your request for a review if your complaint has already been dealt with by PC Financial Executive Customer Care. If you have not completed Step 2 above, your case will be referred back to PC Financial Executive Customer Care for appropriate review prior to involvement of the PC Financial Complaint Appeal Office.





You can contact the PC Financial Complaint Appeal Office directly by email at cao-bap@pcbank.ca, by phone at 1 855 662 8377, or by mail at PC Financial Complaint Appeal Office, 600-500 Lakeshore Blvd. West, Toronto, ON M5V 2V9.

Your right to independent review

Ombudsman for Banking Services and Investments (OBSI)

If you have followed this process and are not satisfied with the outcome of the PC Financial Complaint Appeal Office review, or if your complaint is not resolved or closed within fifty-six (56) days after receipt by President's Choice Bank, you can contact the Ombudsman for Banking Services and Investments (OBSI), who is independent from President's Choice Bank and provides a dispute resolution service that is free to use. You must escalate your complaint to OBSI within one hundred eighty (180) days after our final response. You can contact OBSI by phone at 1 888 451 4519, by fax at 1 888 422 2865, by email at ombudsman@obsi.ca, or by mail at Ombudsman for Banking Services and Investments, 20 Queen Street West, Suite 2400, P.O. Box 8, Toronto, ON M5H 3R3 or visit OBSI's website at: www.obsi.ca.

Financial Consumer Agency of Canada (FCAC)

The Financial Consumer Agency of Canada supervises all federally regulated financial institutions, which includes banks, (financial institutions), for compliance with federal consumer protection laws.

Financial institutions are legally required to have a complaint-handling process in place.

If you have a problem with a financial product or service, you may file a complaint with the responsible financial institution directly.

If you are not satisfied with how your complaint has been handled or 56 days has passed since you made your complaint, you can escalate the complaint to the following External Complaints Body: www.obsi.ca.

If you want to know your rights or need information about the complaint-handling process of a financial institution, you may contact FCAC by online form, mail, or telephone. FCAC uses information from consumer enquiries to support its mandate.

Web site: www.canada.ca/fcac

Online form: <https://www.canada.ca/en/financial-consumer-agency/corporate/contact-us.html>

Phone:

For service in English: 1-866-461-FCAC (3222)

For service in French: 1-866-461-ACFC (2232)





Financial[®]

BRING YOUR DIFFERENCE.
MAKE YOUR DIFFERENCE.

AMÈNE TA DIFFÉRENCE.
FAIS LA DIFFÉRENCE.

For calls from outside Canada: 613-960-4666

Teletypewriter (TTY): 1-866-914-6097 / 613-947-7771

Video Relay Service: FCAC welcomes Video Relay Service (VRS) calls. You do not need to authorize the relay service operator to communicate with FCAC. Visit <https://srvcanadavrs.ca/en/> to learn more.

Mailing address:

Financial Consumer Agency of Canada
427 Laurier Avenue West, 5th Floor
Ottawa ON K1R 7Y2

For more information on PC Financial's complaint handling procedure, including how to get in touch with us online, by phone, or by email, visit us online:

How to resolve your concerns with President's Choice Financial:

<https://www.pcfincancial.ca/en/legal-stuff/how-to-resolve-your-concerns-with-pc-financial/>

Contact Us

<https://www.pcfincancial.ca/en/contact-us/>



Financial[®]

Bank it.
Déposez.

Save it.
Épargnez.

Grow it.
Récoltez.

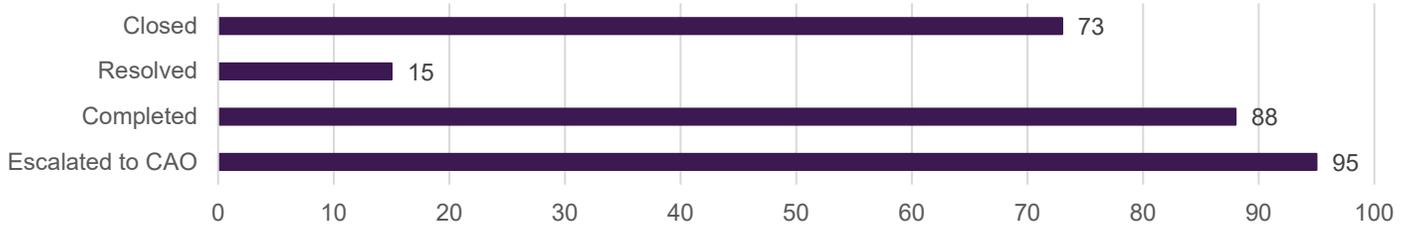




Complaints Dealt With in 2025

For complaint reviews that were completed in 2025, the CAO took on average 53 days to resolve or close a complaint.

January 1, 2025 - December 31, 2025



Resolved: indicates that a complaint has been resolved to the satisfaction of the person who made it.

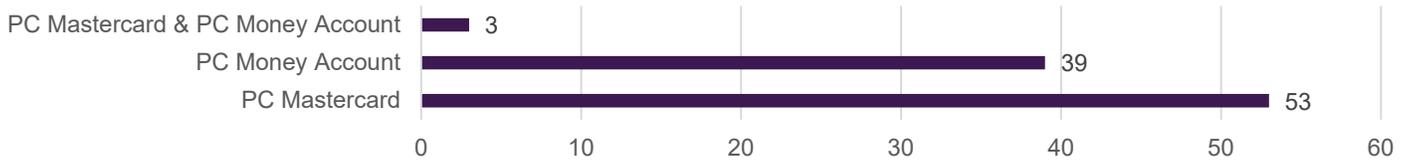
Closed: indicates that a complaint has been closed and the CAO was unable to resolve it to the satisfaction of the person who made it.

Completed: indicates complaints reviewed that were resolved and closed in 2025.

Escalated to CAO: indicates complaints that were opened by the CAO in 2025.

Products/Services Related to Complaints

Complaints by Product



Nature of Complaints

The top 5 complaint categories as a percentage of total complaints escalated to the PC Financial Complaint Appeal Office in 2025:

Top 5 Complaint Categories

