

DFO: As a Wells Fargo customer, I received this email from the bank suh-wearing that its higher-ups won't cheat again:

Wells Fargo: Sorry, won't happen again

Over the last several weeks, you may have heard about the settlements we've made involving some of our customers receiving products or services that they did not want or request. We are deeply committed to serving you and your financial needs, and in those instances, we did not live up to our commitment. This is inconsistent with our values and with the culture we work hard to maintain. It's not who we are as a company.

It's important for you to know that making things right and restoring the faith you have in us is the very top priority for our entire Wells Fargo leadership team. There is nothing more important than for you to experience the very best from us.

Here's what we're already doing:

- Putting your interests first: We have eliminated product sales goals for our Retail Banking team members who serve customers in our bank branches and call centers.
- Proactively communicating with you: We send a confirmation after you open a new consumer or small business checking, savings, or credit card account so that you know what is happening and can tell us if anything we've confirmed is different than what you expected.
- Full transparency: You can always see your eligible accounts any time when enrolled in *Wells Fargo Online*[®].
- Fixing what went wrong: We have provided full refunds to customers we have already identified and we're broadening our scope of work to find customers we may have missed. If we have any doubt about whether one of your accounts was authorized, and any fees were incurred on that account, we will contact you and refund fees.

If you have any concerns about your accounts or any aspect of your relationship with Wells Fargo, please come into a branch and speak with our team in person, or call us on our dedicated hotline 24/7 at [1-877-924-8697](tel:1-877-924-8697). We will continue to update wellsfargo.com/commitment to keep you informed.

The trust you place in us means everything and we will work hard every day to earn your trust back.