

ADVERTISING POLICY

General Requirements:

- 1.1 Marketing material/ brochures/ fact sheets/ communications to investors/ information provided/ presentations made to investor/ client must be:
 - Factually correct. Statements, promises and forecasts may not be fraudulent, misleading or untrue.
 - Must be provided in plain language, avoid uncertainty or confusion and not be misleading;
 - Where provided in writing or by means of standard forms of format, be in a clear and readable print size, spacing and format;
 - As regards all amounts, sums, values, charges, fees, remuneration or monetary obligations mentioned or referred to therein be reflected 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.
- 1.2 Where performance data is provided, or awards and rankings are advertised a reference to their source and date must be included.
- 1.3 Where illustrations, forecasts or hypothetical data is provided, the following criteria must be met:
 - 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;
 - Provide a statement that the forecasts/ illustrations/hypothetical data are not guaranteed and are provided for illustrative purposes only.
- 1.4 Where returns or benefits are dependent on the performance of underlying assets or other variable market factors, provide a clear statement of such dependence.
- 1.5 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.
- 1.6 Where information about past performance is provided, the marketing material must contain a warning that past performances are not necessarily indicative of future performances.

- 1.7 Where the investment value of a financial product mentioned in the advertisement is not guaranteed, the marketing material must contain a warning that no guarantees are provided.
- 1.8 The FSP and its representatives may not compare different financial products, product suppliers, FSP's or representatives unless the differing characteristics of each are made clear.
- 1.9 The FSP and its representatives may not make inaccurate, unfair or unsubstantiated criticisms of any financial product, product supplier, FSP or representative.
- 1.10 Where a financial service/ financial product are advertised by means of a public radio service, the advertisement must include the FSP's business name.
- 1.11 Any written, printed or electronic marketing material / brochures / application forms / business cards / presentation slides, must contain the following statement:

- Name of FSP
An authorised FSP i.e. the FAIS Act, 2009 (FSP 40821)

All advertisements are to be authorised, prior to publication by:

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who remains the responsible party for ensuring compliance with the Code.