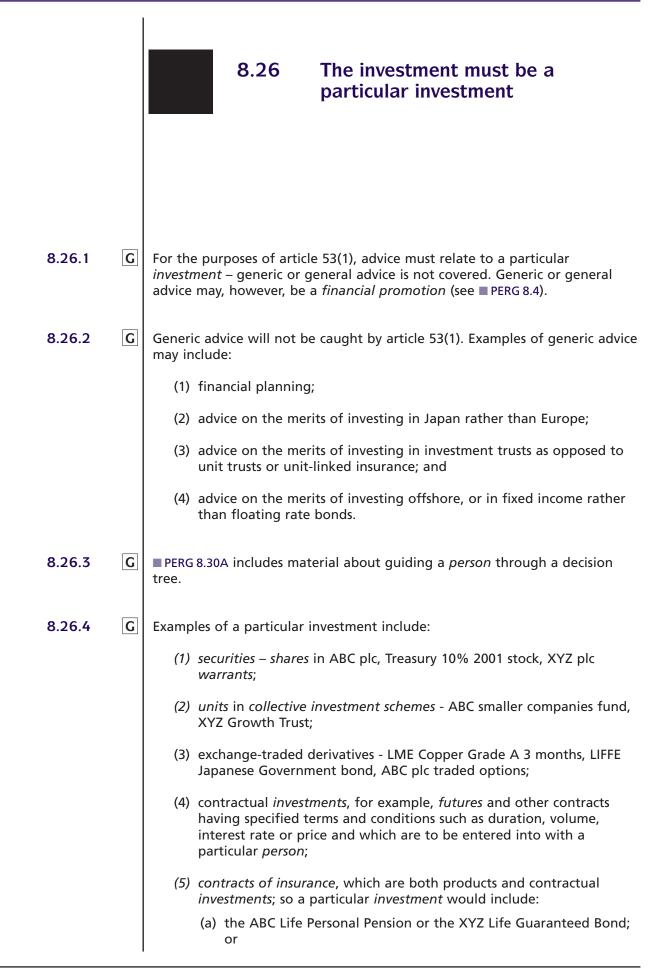
The Perimeter Guidance manual

Chapter 8

Financial promotion and related activities



PERG 8 : Financial promotion and related activities

8.26.5

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- (b) a contract having essential terms and provider specified for instance, a 25 year with-profits low cost endowment contract covering husband and wife and to be issued by XYZ Life Plc.
- (1) Although giving generic advice is generally not a *regulated activity*, if it is given in the course of or in preparation for a *regulated activity* it can form part of that *regulated activity*.
 - (2) For example, if a *firm* gives generic advice (for instance about the merits of investing in Japan rather than Europe) and then goes on to identify a particular Japanese *share*, the generic advice will form part of the *regulated activity* of *advising on investments* (*except P2P agreements*).
 - (3) Another example is a *firm* that provides generic advice to a customer or a potential customer prior to or in the course of carrying on the *regulated activity* of *arranging* (*bringing about*) *deals in investments* for the customer. That generic advice is part of that *regulated activity* of *arranging* (*bringing about*) *deals in investments*.