

Prospectus Regulation

Chapter 1

Commission Delegated Regulation (EU) 2019/979

Article 14 Required content

(1) Advertisements disseminated to potential retail investors shall include the following elements:

(a) the word "advertisement", in a prominent manner. Where an advertisement is disseminated in an oral form, the purpose of the communication shall be clearly identified at the beginning of the message;

(b) a statement that the approval of the prospectus should not be understood as an endorsement of the securities offered or admitted to trading on a regulated market where the advertisement contains a reference to a prospectus approved by a

the FCA;

competent authority;

(c) a recommendation that potential investors read the prospectus before making an investment decision in order to fully understand the potential risks and rewards associated with the decision to invest in the securities where the advertisement contains a reference to a prospectus approved by

the FCA;

a competent authority;

(d) the comprehension alert required pursuant to point (b) of Article 8(3) of Regulation (EU) No 1286/2014 of the European Parliament and of the Council where:

(i) the advertisement relates to complex securities other than the financial instruments referred to in

sub-paragraphs (a), (b) and (d) of rule 10A.4.1(2) of the Conduct of Business source-book in the Financial Conduct Authority's Handbook of rules and guidance and;

(ii) the comprehension alert is, or will be, included in the summary of the prospectus.

(2) Advertisements in written form, which are disseminated to potential retail investors, shall be sufficiently different in format and length from the prospectus that no confusion with the prospectus is possible.