

MEMORANDUM**TO : ALL DEALER'S REPRESENTATIVES****FROM: THE MANAGEMENT****DATE : 6 DECEMBER 2022****RE : ADVERTISING FOR CAPITAL MARKET PRODUCTS AND RELATED SERVICES**

We refer to our memorandum issued on 2 August 2021 on the above matter which is attached for your reference.

In addition to the requirements stated in our earlier memorandum, we would like to emphasize that prior approval from Management is also required for promoting capital market products including opening of account using the following methods:

1. Posting a link in the internet, including in webpages, banner advertisements, video streaming platforms (e.g. YouTube), and social networking platforms (e.g. Facebook, LinkedIn) and microblogging platforms (e.g. Twitter). This will include link to the blogger's webpage, investment education discussion site etc.
2. Any collaboration with an external party in all matters including conducting training, promoting opening of account, write-up on your services / team etc.

The information/documents on the link / collaborations that need to be submitted to Management for approval include the following:

- a) The name of the social media site / webpage where the link to be published;
- b) The type of contents / purpose of the social media site / webpage;
- c) The background / name of the person who is managing / creating the contents in the social media site / webpage;
- d) The information / e-form that the potential client is required to complete via the link;
- e) The arrangement with the social media site / webpage i.e. any incentive or payment to the site / owner for publishing the link; and
- f) The details of the collaboration arrangement.

Please be guided accordingly.

Thank you.

