

## MEMORANDUM

TO : ALL DEALER'S REPRESENTATIVES

FROM: THE MANAGEMENT

DATE : 2 AUGUST 2021

**RE : ADVERTISING FOR CAPITAL MARKET PRODUCTS AND RELATED SERVICES**

The Management wish to inform all Dealer's Representatives that any advertising to be carried out or placed must first obtain the approval of the Management. The Dealer's Representatives must submit the complete contents of the advertisement for the Management to review and approve the same.

For your information, advertisement means any dissemination of information, other than a disclosure document, that seeks to promote a capital market product or capital market-related service, through printed, electronic, digital or any other means, and include the following:

- a) Magazines and newspapers;
- b) Broadcasts (e.g. radio, television and cinema);
- c) Display-only materials (e.g. outdoor advertising, including billboards, signs at public venues, posters, exhibition panels and transit advertising);
- d) The internet, including webpages, banner advertisements, video streaming platforms (e.g. YouTube), and social networking platforms (e.g. Facebook, LinkedIn) and microblogging platforms (e.g. Twitter);
- e) Social media and internet discussion sites;
- f) Mobile phone messages or messaging applications (e.g. SMS, MMS, text messages, WhatsApp messages);
- g) Product or service brochures and promotional fact sheets;
- h) Direct mail (e.g. by post, facsimile or email);
- i) Telemarketing activities and audio messages for telephone callers on hold; and
- j) Presentations, seminars and advertorials;

The Securities Commission Guidelines on Advertising for Capital Market Products and Related Services and the frequently asked questions has been posted in TCPro for your information.

Please be guided accordingly.

Thank you.

