
FINAL NOTICE

To: AOTM Digital Solutions Limited

**Of: 5 Broads Foundry
Trumpers Way
London
W7 2QP**

FRN: 783114

Dated: 29 October 2018

ACTION

1. For the reasons set out in this Final Notice, the Authority hereby takes the following action against ADSL.
2. The Authority issued to ADSL the Decision Notice which notified it that for the reasons given below and pursuant to section 55J of the Act, the Authority had decided to cancel ADSL's Part 4A permission.
3. ADSL has not referred the matter to the Tribunal within 28 days of the date on which the Decision Notice was issued to it.
4. Accordingly, the Authority has today cancelled ADSL's Part 4A permission.

DEFINITIONS

5. The definitions below are used in this Final Notice:

"the Act" means the Financial Services and Markets Act 2000;

"ADSL" means AOTM Digital Solutions Limited;

"ADSL's Part 4A permission" means the permission granted by the Authority to ADSL pursuant to Part 4A of the Act;

"the Authority" means the Financial Conduct Authority;

"the Decision Notice" means the Decision Notice issued to ADSL dated 4 September 2018;

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"the Return" means the CCR007 return for the period ended 30 November 2017, which ADSL was due to submit to the Authority by 16 January 2018;

"the suitability Threshold Condition" means the Threshold Condition set out in paragraph 2E of Schedule 6 to the Act;

"the Threshold Conditions" means the threshold conditions set out in Schedule 6 to the Act;

"the Tribunal" means the Upper Tribunal (Tax and Chancery Chamber); and

"the Warning Notice" means the Warning Notice issued to ADSL dated 8 August 2018.

REASONS FOR ACTION

6. On the basis of the facts and matters and conclusions described in the Warning Notice and in the Decision Notice, it appears to the Authority that ADSL is failing to satisfy the suitability Threshold Condition, in that the Authority is not satisfied that ADSL is a fit and proper person having regard to all the circumstances, including whether ADSL managed its business in such a way as to ensure that its affairs were conducted in a sound and prudent manner.
7. This is because ADSL has failed to comply with the regulatory requirement to submit the Return. ADSL has not been open and co-operative in all its dealings with the Authority, in that ADSL has failed to respond adequately to the Authority's repeated requests for it to submit the Return, and has thereby failed to comply with Principle 11 of the Authority's Principles for Businesses and to satisfy the Authority that it is ready, willing and organised to comply with the requirements and standards under the regulatory system.
8. These failures, which are significant in the context of ADSL's suitability, lead the Authority to conclude that ADSL has failed to manage its business in such a way as to ensure that its affairs are conducted in a sound and prudent manner, that it is not a fit and proper person, and that it is therefore failing to satisfy the Threshold Conditions in relation to the regulated activities for which ADSL was granted a Part 4A permission.

DECISION MAKER

9. The decision which gave rise to the obligation to give this Final Notice was made by the Regulatory Decisions Committee.

IMPORTANT

10. This Final Notice is given to ADSL in accordance with section 390(1) of the Act.

Publicity

11. The Authority must publish such information about the matter to which this Final Notice relates as the Authority considers appropriate. The information may be published in such manner as the Authority considers appropriate. However, the Authority may not publish information if such publication would, in the opinion of the Authority, be unfair to ADSL or prejudicial to the interest of consumers.
12. The Authority intends to publish such information about the matter to which this Final Notice relates as it considers appropriate.

Authority Contact

13. For more information concerning this matter generally, please contact Antonella Pavone at the Authority (direct line: 020 7066 5222).

Anna Couzens
Enforcement and Market Oversight Division