FINANCIAL CONDUCT AUTHORITY

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FINAL NOTICE

To: **Jason Rowan**

IRN: **JDR01137**

Dated: **9 February 2026**

ACTION

1. For the reasons set out in this Final Notice, the Authority has decided to make an order prohibiting Jason Rowan ('Mr Rowan') from performing any function in relation to any regulated activity carried on by an authorised person, exempt person or exempt professional firm, pursuant to s56 of the Act.

2. The Authority gave Mr Rowan the Decision Notice, which notified of the Authority's decision to take the action specified above.

3. Mr Rowan has not referred the matter to the Tribunal within 28 days of the date on which the Decision Notice was given to him.

4. Accordingly, the Authority hereby makes the prohibition order as set out in paragraph 1 above against Mr Rowan. The prohibition order take effect from the date of this Final Notice.

SUMMARY OF REASONS

5. Between 26 May 2017 and 12 March 2018 Mr Rowan was approved to perform the CF1 Director controlled function at Energysave Central Limited, a firm previously authorised by the Authority, but which is now dissolved ("the Firm"). Between 29 June 2017 and 7 August 2017, Mr Rowan was also approved to perform the CF1 Director (AR) controlled

function at Energy Save Glass Limited (now dissolved), an appointed representative of Energysave Central Limited.

6. On 29 June 2023, Mr Rowan was convicted at Nottingham Crown Court of the Following offences*:*

   - One count under the Fraud Act 2006 of conspiracy to dishonestly make false representation to make gain for himself or another or cause loss to another or expose another to risk of loss;

   - Three counts under the Companies Act 2006 of carrying on any business of a company with intent to defraud creditors or any other fraudulent purpose; and

   - One count under the Proceeds of Crime Act 2002 of acquiring, using or possessing criminal property.

7. Mr Rowan committed these offences over a four-to-five year period between 2014 and 2019, including whilst he was an approved person. He was sentenced to 7 years' imprisonment, was required to pay a victim surcharge of £120 and subject to a confiscation order of £44,826.69. He was also disqualified from acting as a company director for a period of 10 years in accordance with section 2 of the Company Directors Disqualification Act 1986.

8. On the basis of the facts and matters set out in this Notice, it appears to the Authority that Mr Rowan is not a fit and proper person to perform any function in relation to any regulated activity carried on by an authorised person, exempt person or exempt professional firm. Mr Rowan's conviction demonstrates a clear and serious lack of honesty and integrity such that he is not fit and proper to perform regulated activities. In concluding that it is appropriate to impose the prohibition order at paragraph 1, the Authority has had regard to all relevant circumstances, including the relevance and materiality of the offence, and the severity of the risk posed by Mr Rowan to consumers and to confidence in the UK financial system. The Authority considers that it is appropriate to take this action to advance its consumer protection and integrity objectives (sections 1C and 1D of the Act, respectively).

DEFINITIONS

9. The definitions below are used in this Final Notice (and in the Annex):

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

   "the Authority" means the Financial Conduct Authority;

   "the Decision Notice" means the Decision Notice given to Mr Rowan dated 7 January 2026;

   "ENFG" means the Enforcement Guide;

   "the Firm" means Energysave Central Limited (dissolved);

   "FIT" means the Authority's 'Fit and Proper Test for Employees and Senior Personnel', forming part of the Handbook;

   "the Handbook" means the Authority's Handbook of rules and guidance;

"the RDC" means the Regulatory Decisions Committee of the Authority (see further under Procedural Matters below); and

"Mr Rowan" means Jason David Rowan; and

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

RELEVANT STATUTORY AND REGULATORY PROVISIONS

10. The statutory and regulatory provisions relevant to this Final Notice are set out in the Annex.

FACTS AND MATTERS

11. From 26 May 2017 until 12 March 2018, Mr Rowan was approved by the Authority to perform the CF1 (director) controlled function at the Firm. From 29 June 2017 to 7 August 2017, Mr Rowan was also approved by the Authority to perform the CF1 Director (AR) controlled function at an Appointed Representative of the Firm, Energy Save Glass Limited.

12. On 29 June 2023, Mr Rowan was convicted at Nottingham Crown Court of the following offences*:*

    - One count under the Fraud Act 2006 of conspiracy to dishonestly make false representation to make gain for himself or another or cause loss to another or expose another to risk of loss;

    - Three counts under the Companies Act 2006 of carrying on any business of a company with intent to defraud creditors or any other fraudulent purpose; and

    - One count under the Proceeds of Crime Act 2002 of acquiring, using or possessing criminal property.

13. Mr Rowan was sentenced to 7 years' imprisonment, was required to pay a victim surcharge of £120 and subject to a confiscation order of £44,826.69. He was also disqualified from acting as a company director for a period of 10 years in accordance with section 2 of the Company Directors Disqualification Act 1986.

14. The offences were committed over a four-to-five-year period between 2014 and 2019, including whilst Mr Rowan was approved by the Authority. It was found that the Firm was set up and run by Mr Rowan for the purposes of defrauding customers into purchasing products promoted by the company as energy-saving wall coatings with the sole intention of making as much profit as possible. The target customers were elderly and sometimes vulnerable.

15. At the sentencing hearing, the judge made the following remarks regarding Mr Rowan's conduct:

    a) *'…[he] was fully aware of the inappropriateness of this type of scheme from the outset but saw an opportunity to make money and took it. The business model was, therefore, fraudulent from the outset.'*

b) *'…I note that you have now said…that you now realise your methods were outdated but, at the time, you did not believe they were wrong. I am not sure in what era such methods would ever have been considered anything other than thoroughly dishonest.'*

c) *'Your target market was the over 55s and, indeed, many of your customers were much more elderly than that…'*

d) *'…You took much of the company profits for your own use. You paid little or no corporation tax, in some years not even bothering to submit a tax return, though the company was making profits into the hundreds of thousands and made profits in the region of £10.5 million between 2014 and 2017.'*

e) *'…You purportedly paid yourself and your wife a minimal salary, again avoiding pay any or any significant personal taxes, and declaring no dividends while, in fact, taking over £1 million out of the company profits for yourselves, maintaining a lavish lifestyle throughout involving the driving of expensive cars, staying in some of the most exclusive hotels in the world, buying Rolex watches and designer wear, and trips to Vegas.'*

f) *'…I have no doubt on the evidence that I heard from other defendants and other employees that you were very much at the helm, very much the boss who was giving out the orders, rather than the substantially absent director you have sought to suggest, who did not exercise sufficient control. In my judgment you were very much in control…'*

g) *'[…] you have used the excuse that the tactics employed were industry-standard tactics you had been using in the sales world for many years. Even if true, that does not mean it is right morally or legally to use such deceitful and underhand tactics to sell to any customer, let alone those most vulnerable to such techniques […]'*

LACK OF FITNESS AND PROPRIETY

16. FIT 1.3.1G states that the Authority will have regard to a number of factors when assessing an individual's fitness and propriety. FIT 1.3.1BG states that the most important factors include the individual's honesty, integrity and reputation.

17. The facts and serious nature of Mr Rowan's offending, in particular his having been convicted of serious dishonesty offences for which he was imprisoned and consequently disqualified from acting as a Company Director, shows he lacks honesty and integrity. As a result, the Authority considers that Mr Rowan is not a fit and proper person to perform regulated activities.

Prohibition

18. ENFG 5.1.1 provides that the power to prohibit an individual will be exercised by the Authority to achieve its statutory objectives, which include both securing an appropriate degree of protection for consumers and protecting and enhancing the integrity of the UK financial system.

19. ENFG 5.4.1 provides that when considering making a prohibition order against an individual who is not an authorised person, the Authority will consider the risk posed by

the individual and may prohibit the individual where it considers this is appropriate to achieve one or more of its statutory objectives.

20. Taking into account the nature of the offences Mr Rowan participated in, the conviction arising from his participation, which occurred over a four-to-five year period including whilst he was a person approved by the Authority, and his lack of fitness and propriety due to his dishonesty and lack of integrity, the Authority considers it is appropriate to prohibit Mr Rowan from performing any function in relation to any regulated activity carried on by an authorised person, exempt person or exempt professional firm.

PROCEDURAL MATTERS

21. This Final Notice is given to Mr Rowan in accordance with section 390(1) of the Act. The following paragraphs are important.

Decision Maker

22. The decision which gave rise to the obligation to give this Final Notice was made by the Chair of the RDC. The RDC is a committee of the Authority which takes certain decisions on behalf of the Authority. The members of the RDC are separate to the Authority staff involved in conducting investigations and recommending action against firms and individuals. Further information about the RDC can be found on the Authority's website:

https://www.fca.org.uk/about/committees/regulatory-decisions-committee-rdc

Publicity

23. Sections 391(4), 391(6) and 391(7) of the Act apply to the publication of information about the matter to which this notice relates. Under those provisions the Authority must publish such information about which this 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 you or prejudicial to the interests of consumers or detrimental to the stability of the UK financial system.

24. The Authority intends to publish such information about the matter to which this Final Notice relates, as it considers appropriate.

Authority Contacts

25. For more information concerning this matter generally, Mr Rowan should contact Poonam Pandya at the Authority (direct line: 020 7066 1654 or by email: Poonam.pandya@fca.org.uk).

Jeremy Parkinson
Manager

Financial Conduct Authority, Enforcement and Market Oversight

ANNEX

RELEVANT STATUTORY PROVISIONS

1. The Authority's operational objectives are set out in section 1B(3) of the Act and include securing an appropriate degree of protection for consumers (section 1C of the Act) and protecting and enhancing the integrity of the UK financial system (section 1D of the Act).

2. Section 56(1) of the Act provides:

   "The Authority may make a prohibition order if it appears to it that an individual is not a fit and proper person to perform functions in relation to a regulated activity carried on by:

   (a) an authorised person,

   (b) a person who is an exempt person in relation to that activity, or

   (c) a person to whom, as a result of Part 20, the general prohibition does not apply in relation to that activity."

RELEVANT REGULATORY PROVISIONS

3. In exercising its power to make a prohibition order, the Authority must have regard to guidance published in the Handbook and in regulatory guides, such as ENFG. The relevant main considerations in relation to the action specified above are set out below.

The Enforcement Guide

4. The Authority's policy in relation to exercising its power to issue a prohibition order is set out in Chapter 5 of ENFG.

5. ENFG 5.1.1 explains the purpose of prohibition orders in relation to the Authority's regulatory objectives.

6. ENFG 5.2 sets out the Authority's general policy on making prohibition orders. In particular:

   (a) ENFG 5.2.1G states that the Authority will consider all relevant circumstances, including whether enforcement action has been taken against the individual by other enforcement agencies, in deciding whether to make a prohibition order;

   (b) ENFG 5.2.3G states that the Authority has the power to make a range of prohibition orders depending on the circumstances of each case; and

   (c) ENFG 5.2.4G states that the scope of a prohibition order will depend on, among other things, the reasons why the individual is not fit and proper and the severity of risk he poses to consumers or the market generally.

7. ENFG 5.3.2G sets out the matters which the Authority may take into account when deciding whether to make a prohibition order against an approved person. These include:

- whether the individual is fit and proper to perform functions in relation to regulated activities (noting the main assessment criteria set out in FIT 2.1, 2.2 and 2.3 (ENFG 5.3.2(2)G));

- the relevance and materiality of any matters indicating unfitness (ENFG 5.3.2(5)G);

- the length of time since the occurrence of any matters indicating unfitness (ENFG 5.3.2(6)G); and

- the severity of the risk which the individual poses to consumers and to confidence in the financial system (ENFG 5.3.2(8)G).

8. ENFG 5.4.1G states that where the Authority is considering whether to make a prohibition order against someone who is not an approved person, the Authority will consider:

   (a) the level of the risk posed by the individual, and may prohibit him where it considers that it is appropriate to achieve one or more of the Authority's statutory objectives; and

   (b) all the relevant circumstances of the case, which may include, but are not limited to, the factors set out in ENFG 5.3.2G.

The Fit and Proper Test for Employees and Senior Personnel (FIT)

9. FIT sets out the criteria that the Authority will consider when assessing the fitness and propriety of a candidate for a controlled function and may consider when assessing the continuing fitness and propriety of approved persons.

10. FIT 1.3.1BG(1) states that the most important considerations when assessing the fitness and propriety of a person to perform a controlled function include that person's honesty, integrity and reputation.

11. FIT 2.1.1G provides that in determining a person's honesty, integrity and reputation, the Authority will have regard to all relevant matters including, but not limited to, those set out in FIT 2.1.3G.

12. In relation to convictions for criminal offences, FIT 2.1.1A G states that: If any staff being assessed under FIT has a conviction for a criminal offence, the firm should consider the seriousness of, and circumstances surrounding, the offence, the explanation offered by the convicted person, the relevance of the offence to the proposed role, the passage of time since the offence was committed and evidence of the individual's rehabilitation.

13. FIT 2.1.3G provides a list of (non-exhaustive) matters to which the Authority will have regard when determining a person's honesty, integrity and reputation. These include:

   (a) whether the person has been convicted of any criminal offence; this must include, where provided for by the Rehabilitation Exceptions Orders to the Rehabilitation of Offenders Act 1974 or the Rehabilitation of Offenders (Northern Ireland) Order 1978 (as applicable), any spent convictions; particular consideration will be given to offences of dishonesty, fraud, financial crime or an offence under legislation relating to companies, building societies, industrial and provident societies, credit unions, friendly societies, banking,

other financial services, insolvency, consumer credit companies, insurance, consumer protection, money laundering, market manipulation and insider dealing, whether or not in the United Kingdom;

(b) whether the person has ever been disqualified from acting as a director or disqualified from acting in any managerial capacity.