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**Application for Authorisation**

**Financial Promotions Annex**

**Legal name of applicant firm**

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**Important information you should read before completing this form**

From 7th February 2024 all authorised persons will require specific FCA permission to approve financial promotions for unauthorised persons. Authorised persons do not need to seek FCA permission to approve (i) their own financial promotions; or (ii) the financial promotions of their group entities or appointed representatives (in relation to regulated activities for which the firm has accepted responsibility).

The notes that accompany this Annex will help you complete the questions - <https://www.fca.org.uk/publication/forms/financial-promotion-annex-notes.docx>

The FCA processes personal data in line with the requirements of the UK General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018. For further information about the way we use the personal data collected in this form, please read our privacy notice available on our website: [www.fca.org.uk/privacy](http://www.fca.org.uk/privacy) .

**It is important that you provide accurate and complete information.  Knowingly or recklessly giving the FCA information which is false or misleading in a material particular may be a criminal offence (sections 398 and 400 of the Financial Services and Markets Act 2000).  SUP 15.6.1R and SUP 15.6.4R (where applicable) require an authorised person to take reasonable steps to ensure the accuracy and completeness of information given to the FCA and to notify the FCA immediately if materially inaccurate information has been provided.  If necessary, please take appropriate professional advice before supplying information to us.**

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| 1 | Details about Financial Promotions |

Financial Promotions

**1.1 Give details below of the type of investments the applicant firm wants to apply for permission to approve financial promotions for.**

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| --- | --- |
| **Add** | **Investment Type** |
|  | Deposits |
|  | Insurance |
|  | Listed shares |
|  | Unlisted shares |
|  | Debentures |
|  | Alternative debentures |
|  | Government and public security |
|  | Warrants |
|  | Certificates representing certain securities |
|  | Units |
|  | Pensions |
|  | Options |
|  | Futures |
|  | Contracts for differences |
|  | Emission allowances |
|  | Lloyd’s syndicate capacity membership |
|  | Funeral plans |
|  | Mortgages |
|  | Home reversion plans |
|  | Home purchase plans |
|  | Regulated sale and rent back agreement |
|  | Consumer credit |
|  | Consumer hire |
|  | Cryptoassets |
|  | Peer to Peer |
|  | Rights to or interests in investments |
|  | Claims management activity |

**1.2 Give details of the categories of investment which have marketing restrictions which the applicant firm expects to approve financial promotions for.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Investment Type** | **Non-mass market investments (NMMI)** | **Restricted Mass Market Investments (RMMI)** | **No relevant restrictions** |
| Unlisted shares |  |  |  |
| Listed shares |  |  |  |
| Debentures |  |  |  |
| Alternative debentures |  |  |  |
| Units |  |  |  |

Policies and procedures

**1.3 How will the applicant firm ensure that the financial promotion is fair, clear and not misleading and otherwise complies with applicable financial promotion rules, both before approving it and, where relevant, during continued monitoring of its compliance with applicable financial promotion rules?**

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**1.4 How will the applicant firm ensure the authenticity of the propositions described in the promotions it is asked to approve?**

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**1.5 How will the applicant firm mitigate the particular risks which it has identified for approving financial promotions for unauthorised persons? How will the applicant firm maintain adequate records of the financial promotions which it will approve?**

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**1.6 How will the applicant firm ensure the commercial viability of the propositions described in the promotions it is asked to approve?**

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**1.7 What process will the applicant firm follow for withdrawing an approval of a financial promotion, where this is required?**

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**1.8 Is the applicant firm seeking permission to approve financial promotions for designated investments?**

No4Continue to Question 1.11

Yes

**1.9 How will the applicant firm assess whether relevant investments are reasonably capable of delivering advertised or headline rates of return?**

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**1.10 How will the applicant firm assess whether there are any fees, commissions or other charges within a relevant investment’s structure or elsewhere that could materially affect the investment’s ability to deliver advertised or headline rates of return?**

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**1.11 Will the applicant firm be approving financial promotions that retail customers can access?**

No

Yes

**1.12 Approximately how many financial promotions does the applicant firm expect to approve if it is granted permission to do so?**

First 12 months

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|  |

Year 2

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|  |

Year 3

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**1.13 Explain what fees the applicant firm intends to charge for approving and (where applicable) ongoing monitoring of financial promotions?**

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**1.14 Give details of the**

* **revenue the applicant firm estimates it will make from approving financial promotions**
* **percentage of the applicant firm’s estimated revenue from approving financial promotions.**

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**1.15 Give details of the relevant experience of individuals who will approve promotions**

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| **Name of individual** | **Summary of experience** |
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