

Fund Comms in a box

Turn regulatory compliance into a success story

Triggered by the extension of the marketing passport to the alternative world and the increased penetration of foreign funds into local markets, compliance with local marketing rules has become the central point of concern to many regulators.

Increased risks of sanctions and claims

Local regulators are paying more and more attention to marketing communications on funds and financial services. Some have issued warning statements on detected breaches, while others have gone a step further and issued fines for non-compliance. This trend is likely to increase with the new sanction regime introduced by UCITS V.

Being in breach of local regulations will also expose Management Companies to investor claims.

Management companies face a myriad of regulations affecting their marketing communications

Despite market entry being simplified across the European Union, marketing activities remain largely

governed by local rules. This means that marketing communications must comply with multiple local requirements based mainly on consumer protection rules e.g. performance disclosure, warning statements, and additional practical information. This will impact funds' factsheets, websites and marketing teasers to name but a few.

Deloitte enables you to master your compliance challenges

Deloitte's Fund Comms in a box can help you master your compliance challenges. Our solution comprises a span of fully customizable services, ranging from a fully managed outsourced solution to the provision of customized tools to support your in-house processes.

With experts at the forefront of market developments, covering over 70 + markets, Deloitte provides excellence and quality to help you meet regulators' expectations and implement best market practices. We have direct contact with regulators to bring you the latest regulatory compliance solutions.

Pick and choose what fits your specific needs:



Deloitte helps you determine whether your marketing contents are caught by local marketing rules

An assessment of your intended communication will allow you to anticipate possible compliance issues at an early stage and to tune the content according to your original intentions (e.g. general branding vs. marketing).



Deloitte performs the compliance checks on your marketing communications

Depending on your needs, our review can either focus on specific areas or cover the full spectrum, including for example, the content and the architecture of your marketing website. We provide a detailed and pragmatic analysis of our findings and present recommendations on possible remediation based on local constraints and observed best market practices.



Deloitte delivers you the tools to allow you to fully tailor your marketing communications in-house

We provide intelligent checklists which you can incorporate in your internal drafting and delivery process.

Deloitte trains your staff according to the compliance review exercises. Deloitte proposes to train your teams to the methodology of reviewing the compliance of your marketing documents.



Deloitte provides you with a regulatory watch database

Deloitte offers you online access to a user-friendly database platform compiling the up-to-date local marketing rules.

Deloitte’s Fund Comms in a box

Pick and choose:



-  Determination of the nature of your communication
-  Fully outsourced compliance review
-  Tools and methodology to support your in-house compliance review
-  Regulatory intelligence database

Compliance with local marketing rules has become the central point of concern to many regulators. Deloitte’s Fund Comms in a box can help you master those challenges.

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