

06 April 2022

Online and Social Media Presence of UCITS Management Companies

As a means of updating its records, the Authority is requesting UCITS management companies to provide the link/name of any social media pages held, as well as the identified target market which the website or any social media page is intended for.

Social media includes but is not limited to websites, microblogs (such as Twitter), social and professional networks (such as Facebook and LinkedIn), forums, image and video-sharing platforms (YouTube, Instagram).

In this regard, the Authority has updated the template of the Appendix 2B Fund Manager Return ("Appendix 2B") submitted by License Holders to include two additional questions (as shown in the image below) in the Cover Sheet which appear only for those entities with a UCITS management company license.

Companies are required to include up-to-date information on the website(s) used to provide information to clients or potential clients. Companies are required to list the links of all the website(s) available, indicating the target audience (e.g. specific category of clients) of the respective the website(s). Furthermore, Companies shall indicate whether the website is intended for a specific jurisdiction. If not, relevant information should be included accordingly.

14.0 Kindly disclose the up-to-date firm's website link(s) which are utilised to provide information to clients and potential clients about the firm's products and services. Furthermore, kindly indicate the identified jurisdiction and target audience (e.g. specific category of clients) which the website(s) is/are intended for.

| Target Audience & Jurisdiction | Link |
|--------------------------------|------|
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15.0 Kindly disclose the up-to-date firm's links to any social media pages. Social media includes but is not limited to: websites, microblogs (e.g. Twitter), social and professional networks (such as Facebook and LinkedIn), forums, image and video-sharing platforms (YouTube, Instagram, TikTok). Furthermore, kindly indicate the identified jurisdiction and target audience (e.g. specific category of clients) which the disclosed social media pages are intended for.

| Target Audience & Jurisdiction | Social Media & Link |
|--------------------------------|---------------------|
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Similarly, as in Question 14, Question 15 aims to collect up-to-date information but this time on the social media pages used by the Company. The Companies are required to include the link of each page and the social media. Companies are also required to indicate the target audience (e.g. specific category of clients) of the respective social media page. Furthermore, Companies shall indicate whether the page is intended for a specific jurisdiction or otherwise. If not, relevant information should be included accordingly.

The updated template can be downloaded via the MFSA website, via [this link](#), under the 'Rules' tab within the 'Fund Managers' section.

Companies are expected to submit the Appendix 2B in line with the Timetable Document available via [this link](#), starting from the financial submissions due by 30 April 2022.

In case of any queries, please do not hesitate to contact us on financialpromotion@mfsa.mt.