

Financial promotions and investment recommendations

10.17 When transmitting financial promotions and investment recommendations broadcasters must comply with the relevant provisions in Appendix X to this Code.

Meaning of “financial promotion”:

A financial promotion is an invitation or inducement to engage in investment activity (in accordance with section 21(1) of the Financial Services and Markets Act 2000 (Restrictions on financial promotion)).

Meaning of “investment recommendation”:

An investment recommendation occurs when someone directly recommends a particular investment decision e.g. buying or selling a particular share or underwriting a particular share offer.