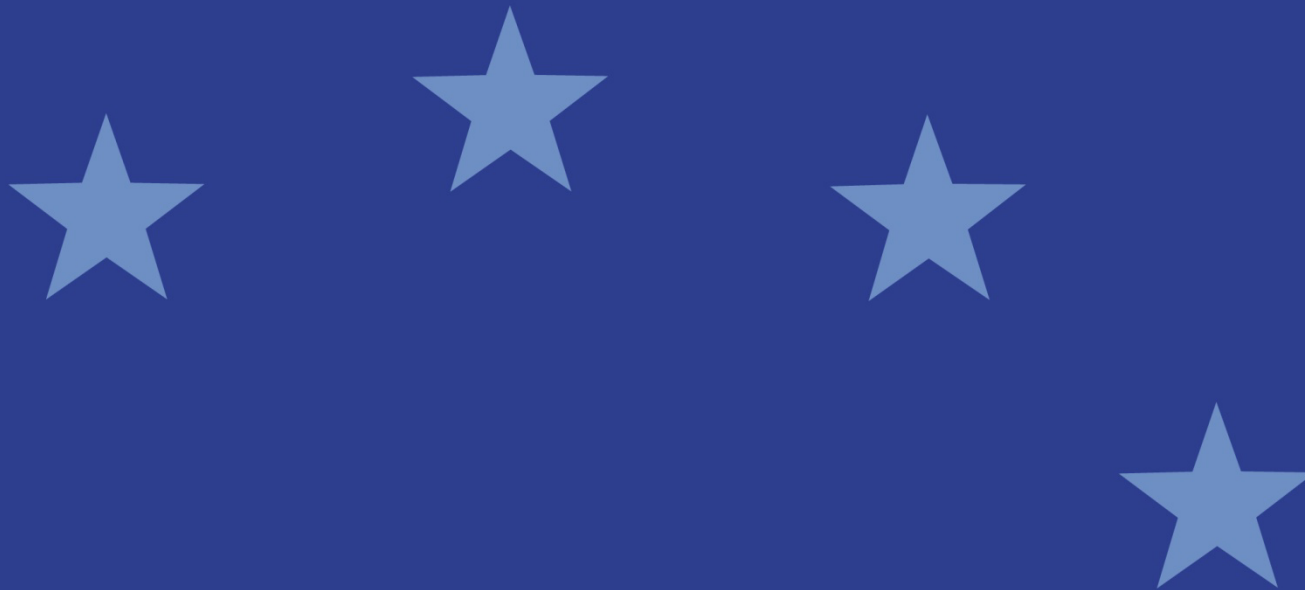
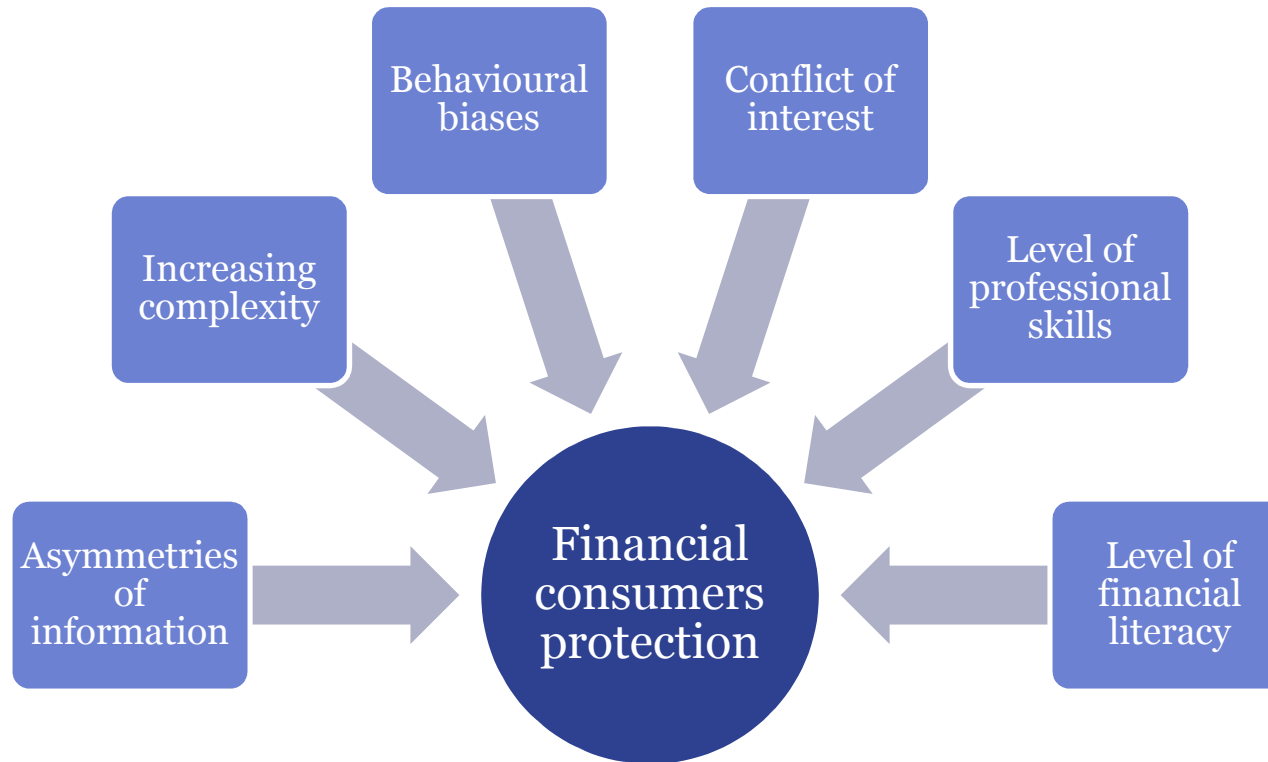


Economies before, during and after the crisis



Laurent Degabriel
laurent.degabriel@esma.europa.eu

The need to protect financial consumers





ESMA mission statement

ESMA's mission is to enhance the protection of investors and reinforce stable and well functioning financial markets in the European Union. As an independent institution ESMA achieves this mission by building the single rule book for EU financial markets and ensuring its consistent application and supervision across the EU. ESMA contributes to the supervision of financial services firms with a pan-European reach, either through direct supervision or through the active co-ordination of national supervisory activity.

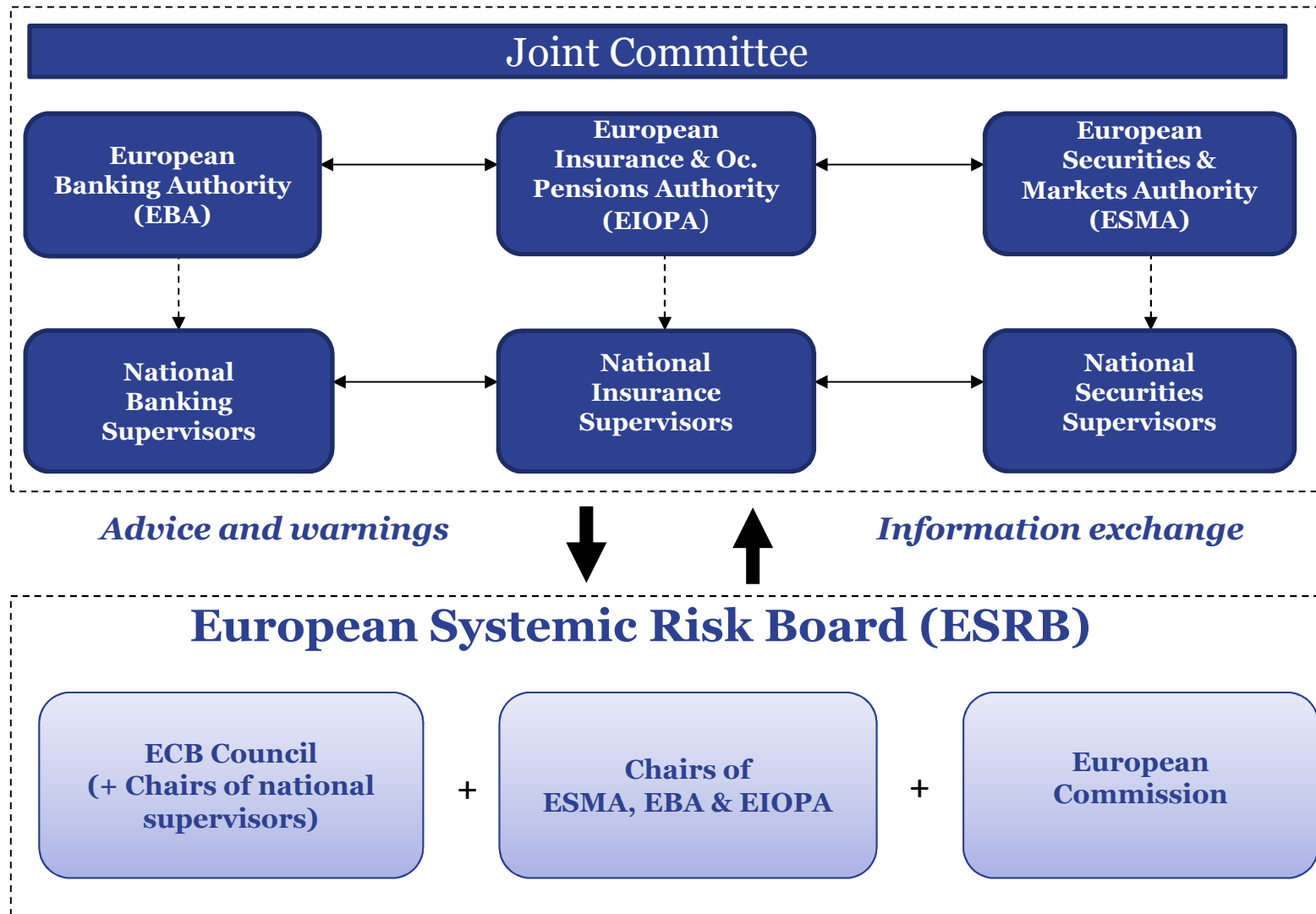


The protection of financial consumers is at the core of ESMA's mission

- **Core part of the general objectives and tasks of ESMA**
 - The objective of the Authority shall contribute... to enhancing customer protection (art.1 (f))
 - The Authority shall ...foster investor protection (art. 8 (h))
- **Large range of tasks related to consumer protection and financial activities (art. 9)**
 - Leading role in promoting, transparency, simplicity and fairness...for consumer financial products
 - Collecting and analysing on consumer trends
 - Coordinating education initiatives
 - Developing training standards for the industry
 - Monitoring of new and existing financial activities and setting up of a committee on financial innovation



European System of Financial Supervision (ESFS)





What have we done so far specifically on Investor Protection

- **Guidelines (to firms)**

- On certain aspects of the suitability requirements of MiFID (July 2012)
- On certain aspects of the compliance function requirements (July 2012)
- On remuneration policies and practices (May 2013)

- **Supervisory briefings and opinions (to NCAs)**

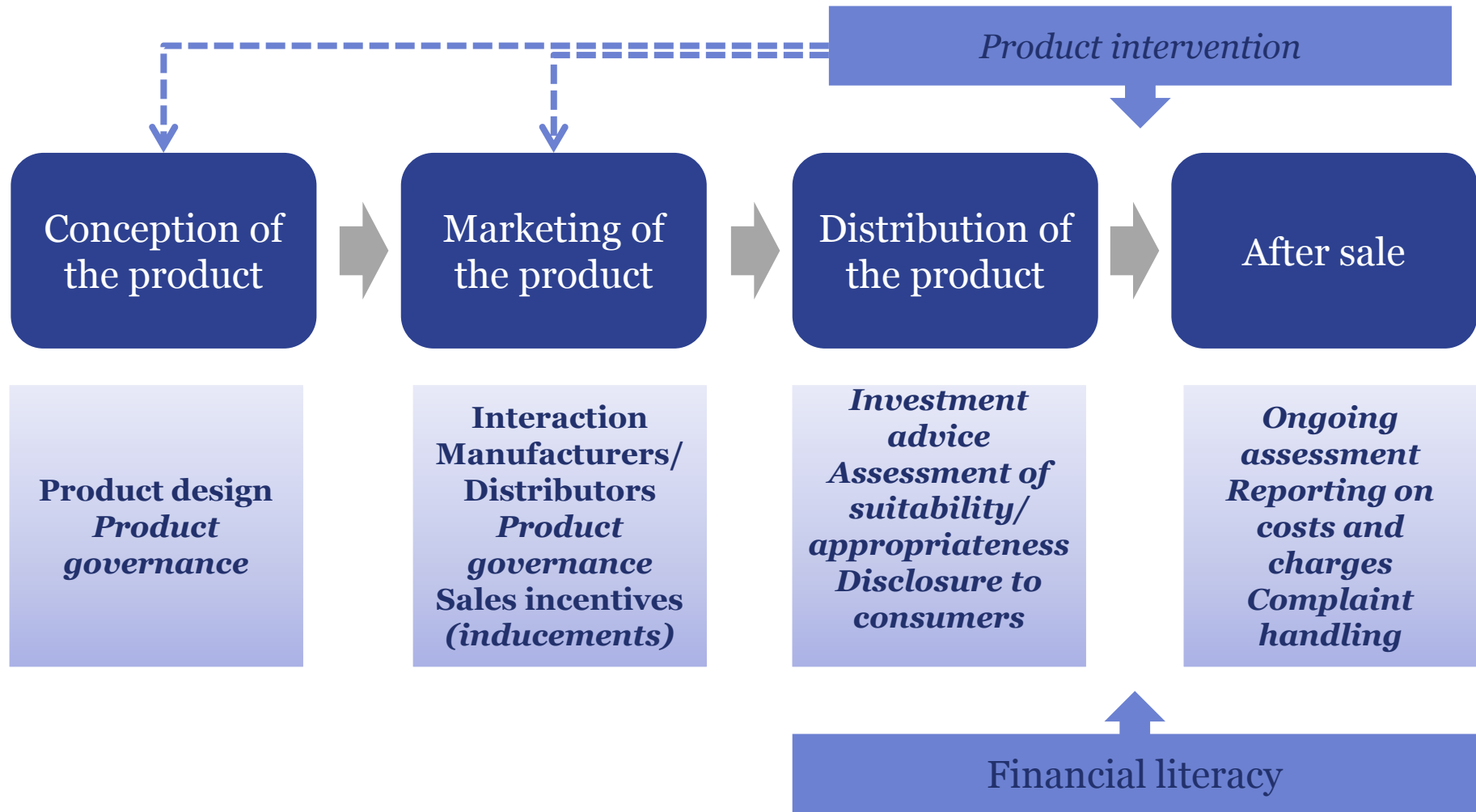
- Update of 3 briefings done by CESR (conflicts of interest, inducements, best execution)
- Suitability (December 2012)
- Appropriateness and execution only (December 2013)
- Opinion on Structured Retail Products - Good practices for product governance arrangements (March 2014)
- Opinion on MiFID practices for firms selling complex products (February 2014)

- **Warnings (to retail investors)**

- On risks in dealing with unauthorised firms and foreign exchange products (Dec. 2011)
- On pitfalls of online investing (September 2012)
- On risks in investing in contract for differences (February 2013)
- On risks when investing in complex products (February 2014)



MiFID II: an holistic view to cover the whole product cycle





Thank you

