



Key Priorities 2013

EuroFinUse believes that the financial system exists to serve the real economy by ensuring the optimal allocation of capital, providing other financial services and coping with the risks that are part and parcel of economic life. In order to restore confidence in financial markets, the current dominance of finance over the real economy must be curbed and the primacy of a sustainable real economy promoted.

EuroFinUse aims to establish itself as the go-to reference for independent financial expertise in the EU, fighting for better governance of financial regulation with as overall objective the establishment of an open, transparent and efficient real economy served by financial institutions that have the interests of customers and society in mind.

Since the creation of our organisation in 2009 our main objective has been to restore the confidence of individual investors and other users of financial services. In order to do so, we are focusing on four key priorities:

1. Better protection of investors and other financial services users, including:

- fair, clear and comparable information, in particular in the area of long term and pension savings;
- unbiased and competent advice;
- an EU-wide collective redress scheme accessible to individual investor organisations;
- elimination of tax discriminations against EU individual savers and investors,
- an appropriate and fair EU framework for recovery and resolution of financial institutions;
- consistent investor and user protection rules and enforcement regardless of the financial product, service or distribution channel.

(Focus on following current EU policy projects: MiFID, UCITS V, KID for investment products, IMD, IORP, FTT, Savings Directive, etc.)

2. More transparency, liquidity, integrity and efficiency of capital markets

The crisis has highlighted the failures of capital markets, especially - but not only - in the fixed income area. The “re-intermediation” of capital markets by the banks should be limited and capital markets must primarily serve the investors’ and issuers’ interests, before those of financial institutions:

- pre- and post-trade data consolidation and transparency for individual investors,





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- a strengthened framework for corporate governance as the best protection for non-insider shareholders and bondholders' investments.

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3. More responsible and competitive lending



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