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THE EUROPEAN UNION**

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**NOTE**

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from :            Presidency  
to:                Delegations

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Subject:        Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF  
THE COUNCIL on key information documents for **packaged retail** investment  
products **(PRIPs)**  
- *Presidency compromise*

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Delegations will find attached the first Presidency compromise on the above proposal.

Any new text, either replacement or addition, is denoted by bold underlining and deletions by [...].

**Proposal for a  
REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL  
on key information documents for packaged retail investment products (PRIPs)**

**(Text with EEA relevance)**

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 114 thereof,

Having regard to the proposal from the European Commission,<sup>1</sup>

After transmission of the draft legislative act to the national Parliaments,

Having regard to the opinion of the European Central Bank,<sup>2</sup>

Having regard to the opinion of the European Economic and Social Committee,<sup>3</sup>

After consulting the European Data Protection Supervisor,

Acting in accordance with the ordinary legislative procedure,

Whereas:

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<sup>1</sup> OJ , , p. .

<sup>2</sup> OJ , , p. .

<sup>3</sup> OJ C , , p. .

(1) Retail investors are increasingly offered a wide variety of different types of packaged retail investment products (**PRIPs**) when they consider making an investment. These products often provide specific investment solutions tailored to the needs of retail investors, but are frequently complex and difficult to understand. Existing disclosures to investors for such **[...PRIPs]** are uncoordinated and often fail to aid retail investors compare between the different products, and in comprehending their features. As a consequence, retail investors have often made investments with risks and costs that were not fully understood by those investors, and have thereby on occasion suffered unforeseen losses.

(2) Improving provisions on transparency of **[...PRIPs]** offered to retail investors is an important investor protection measure and a precondition for rebuilding confidence of retail investors in the financial market. First steps in this direction have been already been taken at Union level through the development of the key investor information regime established in Directive 2009/65/EC of the European Parliament and of the Council of 13 July 2009 on the coordination of laws, regulations and administrative provisions relating to undertakings for collective investment in transferable securities (UCITS).<sup>1</sup>

(3) Different rules that vary according to the industry that offers the **[...PRIPs]** and national regulation in this area create an un-level playing field between different products and distribution channels, erecting additional barriers to a Single Market in financial services and products. Member States have already taken divergent and uncoordinated action to address shortcomings in investor protection measures and it is likely that this development would continue. Divergent approaches to **[...PRIPs]** disclosures impede the development of a level playing field between different **[...PRIPs]** manufacturers and those **advising on or** selling these products and thus distort competition. It would also create an uneven level of investor protection **within** the **European** Union. Such divergences represent an obstacle to the establishment and smooth functioning of the Single Market. Consequently, the appropriate legal basis is Article 114 TFEU, as interpreted in accordance with the consistent case law of the Court of Justice of the European Union.

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<sup>1</sup> OJ L 302, 17.11.2009, p.32.

(4) It is necessary to establish uniform rules at the level of the Union applying across all participants of the [...]PRIPs market on transparency so as to prevent divergences. A Regulation is necessary to ensure that a common standard for key information documents is established in such a uniform fashion so as to be able to harmonise the format and the content of these documents. The directly applicable rules of a Regulation should ensure that all those advising on or selling [...]PRIPs are subject to uniform requirements in relation to the provision of the key information document to retail investors.

(5) Whilst improving PRIP[...] disclosures is essential in rebuilding the trust of retail investors in the financial markets, effectively regulated sales processes for these products are equally important. This Regulation is complementary to measures on distribution in the Directive 2004/39/EC of the European Parliament and the Council.<sup>1</sup> It is also complementary to measures taken on the distribution of insurance product in Directive 2002/92/EC of the European Parliament and of the Council.<sup>2</sup>

(6) This Regulation should apply to all products regardless of their form or construction that are manufactured by the financial services industry to provide investment opportunities to retail investors, where the amount repayable to the investor is subject to fluctuations because of exposure in reference values or in the performance of one or more assets which are not directly purchased by the investor[...]. These products shall be known as PRIPs for the purposes of this regulation and[...] should include, among others, such investment products as investment funds, life insurance policies with an investment element[...] and [...]structured deposits. For these products, investments are not of a direct kind achieved when buying or holding assets themselves. Instead these products intercede between the investor and the markets through a process of "packaging", wrapping or bundling together assets so as to create different exposures, provide different product features, or achieve different cost structures as compared with a direct holding. Such "packaging" can allow retail investors to engage in investment strategies that would otherwise be inaccessible or impractical, but can also require additional information to be made available, in particular to enable comparisons between different ways of packaging investments.

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<sup>1</sup> OJ L 145, 30.4.2004, p.1.

<sup>2</sup> OJ L 9, 15.1.2003, p.3.

(7) In order to ensure this Regulation applies solely to such [...PRIPs], insurance products that do not offer investment opportunities and [...deposits] solely exposed to interest rates should thereby be excluded from the scope of the Regulation. Assets that would be held directly, such as corporate shares or sovereign bonds, are not packaged investment products, and should therefore be excluded. Since the focus of this Regulation is on improving the comparability and comprehensibility of information about [...PRIPs] being marketed to retail investors, [...]pension schemes which fall under the scope of Directive 2003/41/EC of the European Parliament and of the Council of 3 June 2003 on the activities and supervision of institutions for occupational retirement provision<sup>1</sup> **and[...] the occupational retirement provision business of insurance companies[...]** should not be subject to this Regulation. Similarly, certain occupational pension products which fall outside the scope of Directive 2003/41/EC should be excluded from the scope of this Regulation, provided that a financial contribution from the employer is required by national law, **as well as officially recognised pension products and social security schemes subject to national or Union Law.[...]** Investment funds dedicated to institutional investors are not within the scope of this Regulation either since they are not for sale to retail investors. [...]

**(7a) For products that fall outside the scope of this Regulation or are exempted from this Regulation, Member States can set their own national transparency rules or extend the scope of application of this Regulation.**

(8) In order to provide clarity on the relationship between the obligations established by this Regulation and obligations established by Directive 2003/71/EC of the European Parliament and the Council of 4 November 2003 on the prospectus to be published when securities are offered to the public or admitted to trading and amending Directive 2001/34<sup>2</sup> and Directive 2009/138/EC, it is necessary to establish that these Directives continue to apply in addition to this Regulation.

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<sup>1</sup> OJ L 235, 23.9.2003, p.10.

<sup>2</sup> OJ L 345, 21.12.2003, p. 64.

(9) [...PRIPs] manufacturers – such as fund managers, insurance undertakings, issuers of securities, credit institutions or investment firms – should draw up the key information document for the [...PRIPs] they manufacture, as they are in the best position to know the product and are responsible for it. The document should be drawn up by the [...PRIP] manufacturer before the product[...] can be sold to retail investors. However, where a product is not sold to retail investors, there is no necessity to draw up a key information document, and where it is impractical for the [...PRIP] manufacturer to draw up the key information document, this may be delegated to others. In order to ensure widespread dissemination and availability of key information documents, this Regulation should [...provide] for publication by the [...PRIP] manufacturer [...on its website].

(10) To meet the needs of retail investors, it is necessary to ensure that information on [...PRIPs] is accurate, fair, clear and not misleading for those investors. This Regulation should therefore lay down common standards for the drafting of the key information document, in order to ensure that it is comprehensible for retail investors. Given the difficulties many retail investors have in understanding specialist financial terminology, particular attention should be paid to the vocabulary and style of writing used in the document. Rules should also be laid down on the language in which it should be drawn up. Furthermore, retail investors should be able to understand the key information document on its own without referring to other information.

(11) Retail investors should be provided with the information necessary for them to take an informed investment decision and compare different [...PRIPs], but unless the information is short and concise there is a risk they will not use it. The key information document should therefore only contain key information, notably as regards the nature and features of the product, including whether it is possible to lose capital, the costs and risk profile of the product, as well as relevant performance information, and certain other specific information which may be necessary for understanding the features of individual types of products, including those intended to be used for retirement planning.

(12) The key information document should be drawn up in a **standardised [...]** format which allows retail investors to compare different **[...]PRIPs**, since consumer behaviours and capabilities are such that the format, presentation and content of information must be carefully calibrated to maximise understanding and use of information. The same order of items and headings for these items should be followed for each document. In addition, the details of the information to be included in the key information document for different **[...]PRIPs** and the presentation of this information should be further harmonised through delegated acts that take into account existing and on-going research on consumer behaviour, including results from testing the effectiveness of different ways of presenting information with consumers. In addition, some **[...]PRIPs** give the retail investor a choice between multiple underlying investments. Those products should be taken into account when drawing up the format.

(13) **[...]**

(14) The key information document should be clearly distinguishable from any marketing communications. Its significance should not be diminished by those other documents.

(15) In order to ensure that the key information document contains reliable information, this Regulation should require **[...]PRIPs** manufacturers to keep the key information document up to date. To this end, it is necessary that detailed rules relating to the conditions and frequency of the review of the information and the revision of the key information document are laid down in a delegated act to be adopted by the Commission.

(16) Key information documents are the foundation for investment decisions by retail investors. For this reason, [...]PRIP manufacturers have an important responsibility towards retail investors in ensuring that [...]these are not misleading, inaccurate or inconsistent with the relevant parts of the contractual documents of the PRIP. It is therefore important to ensure that retail investors [...]have an effective right of redress. It should also be ensured that all retail investors across the Union have the same right to seek compensation for damages they may suffer due to failures on the part of [...]PRIP manufacturers[...]. Therefore, rules regarding the liability of the [...]PRIP manufacturers should be harmonised. This Regulation should establish that the retail investor should be able to hold the [...]PRIP manufacturer liable for an infringement of this Regulation in case a loss is caused through the use of the key information document that was misleading, inaccurate or inconsistent with the relevant parts of the contractual documents of the PRIP.

(17) [...]

(18) Regarding matters concerning the civil liability of a PRIP[...] manufacturer and which are not covered by this regulation, such matters should be governed by the applicable national law[...]. The competent court to decide on a claim for civil liability brought by a retail investor should be determined by the relevant rules on International Jurisdiction.



(19) So that the retail investor is able to take an informed investment decision, persons **advising on or** selling **[...]PRIPs** should be required to provide the key information document in good time before any transaction is concluded. This requirement should generally apply irrespective of where or how the transaction takes place. Persons **advising on or** selling include both **[...]intermediaries** and the **[...]PRIP manufacturers** themselves where they choose to **advise or** sell the **[...]PRIP** directly to retail investors. [...]This Regulation is without prejudice to the Directive 2002/65/EC of the European Parliament and the Council.<sup>1</sup> **This Regulation is without prejudice to the Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market (Directive on electronic commerce) and to the Directive 2002/65/EC of the European Parliament and the Council of 23 September 2002 concerning the distance marketing of consumer financial services and amending Council Directive 90/619/EEC and Directives 97/7/EC and 98/27/EC, insofar as said Directives do not conflict with this Regulation.**

(20) Uniform rules should be laid down in order to give the person **advising on or** selling the **[...]PRIP** a certain choice with regard to the medium in which the key information document is provided to retail investors allowing for use of electronic communications where it is appropriate having regard to the circumstances of the transaction. However, the retail investor should be given the option to receive it on paper. In the interest of consumer access to information, the key information document should always be provided free of charge.

(21) To ensure the trust of retail investors in **[...]PRIPs**, requirements should be established for appropriate internal procedures which ensure that retail investors receive a substantive response from the **[...]PRIP** manufacturer to complaints.

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<sup>1</sup> — OJ L 271, 9.10.2002, p.16.

(22) Procedures for alternative dispute resolution allow for a quicker and less expensive settlement of disputes than the courts and lighten the burden on the court system. **[...]Member States should ensure the setting-up of appropriate, effective, impartial and independent complaints and redress procedures for the out-of-court settlement of disputes between investment firms and customers, using existing bodies where appropriate. Member States should further ensure that such procedures are compatible with the principles of equivalence and effectiveness and the principle of effective judicial protection, and Article 47 of the Charter of Fundamental Rights of the European Union. Member States should ensure that these bodies cooperate in the resolution of cross-border disputes.**

(23) As the key information document should be produced for **[...]PRIPs** by entities operating in the banking, insurance, securities and fund sectors of the financial markets, it is of utmost importance to ensure a smooth co-operation between the various authorities supervising **[...]PRIP** manufacturers so that they have a common approach to the application of this Regulation.

(24) In line with the Commission Communication of December 2010 on reinforcing sanctioning regimes in the financial sector<sup>1</sup> and in order to ensure that the requirements set out in this Regulation are fulfilled, it is important that Member States take necessary steps to ensure that breaches of this Regulation are subject to appropriate administrative sanctions and measures. In order to ensure that sanctions have a dissuasive effect and to strengthen investors' protection by warning them about **[...]PRIPs** marketed in breach of this Regulation, sanctions and measures should normally be published, except in certain well defined circumstances.

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<sup>1</sup> COM(2010)716.

(25) In order to fulfil the objectives of this Regulation, the power to adopt acts in accordance with Article 290 of the Treaty on the Functioning of the European Union should be delegated to the Commission in respect of specifying details with regard to the presentation and the format of the key information document, on the content of the information to be included in the key information document, detailed requirements with regard to the timing for provision of the key information document as well as in relation to its revision and review. It is of particular importance that the Commission carry out appropriate consultations during its preparatory work. The Commission, when preparing and drawing up delegated acts, should ensure a simultaneous, timely and appropriate transmission of relevant documents to the European Parliament and Council.

(26) The Commission should adopt draft regulatory technical standards developed by ESMA, EBA and EIOPA according to Article 8 regarding the methodology underpinning the presentation of risk and reward and the calculation of costs by the means of delegated acts pursuant to Article 290 of the Treaty on the Functioning of the European Union and in accordance with the respective Articles 10 to 14 of the Regulations (EU) No. 1093/2010, 1094/2010 and 1095/2010.

(27) Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data<sup>1</sup> governs the processing of personal data carried out in the Member States in the context of this Regulation and under the supervision of the competent authorities. Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the EU institutions and bodies and on the free movement of such data,<sup>2</sup> governs the processing of personal data carried out by the European Supervisory Authorities pursuant to this Regulation and under the supervision of the European Data Protection Supervisor. Any processing of personal data carried out within the framework of this Regulation, such as the exchange or transmission of personal data by the competent authorities should be in accordance with Directive 95/46/EC and any exchange or transmission of information by the European Supervisory Authorities should be in accordance with Regulation (EC) No 45/2001.

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<sup>1</sup> OJ L 281, 23.11.1995, p.31.

<sup>2</sup> OJ L 8, 12.1.2001, p.1.

(28) While UCITS are investment products within the meaning of this Regulation, the recent establishment of the key investor information requirements under Directive 2009/65/EC means that it would be proportionate to provide to such UCITS a transitional period of 5 years after the entry into force of this Regulation during which time they would not be subject to this Regulation. Following this period they would become subject to this Regulation in the absence of any extension of this transitional period.

(29) A review of this Regulation should be carried out [...].....] after the entry into force of this Regulation in order to take account of market developments, such as the emergence of new types of [...]PRIPs, as well as developments in other areas of Union law and the experiences of Member States. The review should assess whether the measures introduced have improved the average retail investors' understanding of [...]PRIPs and the comparability of the [...]PRIPs. It should also consider whether the transitional period applying to UCITS should be extended, or whether other options for the treatment of UCITS might be considered. On the basis of the review, the Commission should submit a report to the European Parliament and the Council accompanied, if appropriate, by legislative proposals.

(30) In order to give [...]PRIPs manufacturers and persons **advising on or** selling [...]PRIPs sufficient time to prepare for the practical application of the requirements of this Regulation, the requirements of this Regulation should not become applicable until [...].....] after the entry into force of this Regulation.

(31) This Regulation respects fundamental rights and observes the principles recognised in particular by the Charter of the Fundamental Rights of the European Union.

(32) Since the objective of the action to be taken, namely to enhance retail investors' protection and improve their confidence in [...]PRIPs, including where these products are sold cross-border, cannot be sufficiently achieved by the Member States acting independently of one another, and only action at the European level could address the identified weaknesses, and can therefore by reason of its effects be better achieved at Union level, the Union may adopt measures, in accordance with principle of subsidiarity as set out in Article 5 of the Treaty of the European Union. In accordance with the principle of proportionality, as set out in that Article, this Regulation does not go beyond what is necessary in order to achieve those objectives,

HAVE ADOPTED THIS REGULATION:

## CHAPTER I SUBJECT MATTER, SCOPE AND DEFINITIONS

### *Article 1*

This Regulation lays down uniform rules on the format and content of the key information document to be drawn up by [...]PRIP manufacturers and uniform rules on the provision of this document to retail investors.

### *Article 2*

This Regulation shall apply to the [...]manufacturers and [...] persons advising on or selling[...] **packaged retail** investment products.

However, it shall not apply to the following products:

- (a) insurance products which do not offer a surrender value or where that surrender value **or any other payout** is not wholly or partially[...], directly or indirectly **subject to [...]**fluctuations **in value**;

- (b) deposits, **other than structured deposits as defined in article 4 of [MiFID][...]**;
- (c) securities referred to in points (b) to (g), (i) and (j) of Article 1(2) of Directive 2003/71/EC;
- (d) **[...]**
- (e) **[...]pension schemes falling under the scope of Directive 2003/41/EC [...]and the occupational retirement provision business of insurance companies; [...]**
- (f) **[...]pension products for which a financial contribution from the employer is required by national law; and**
- (g) **officially recognised pension products and social security schemes subject to national or Union Law.[...]**

*Article 3*

1. **[...]Information contained in the key investor information document shall comply with this Regulation and shall be regarded by competent authorities as appropriate information with respect to information on risk and expenses and deemed as satisfying the requirements laid down in Article 5(2) of Directive 2003/71/EC relating to the content of the key information as specified in Article 2(1)(s)(ii) and (iii) of that Directive.**
2. **[...]Information contained in the key information document shall be regarded by competent authorities as appropriate information with respect to information on the risks underlying the contract which are assumed by the policy holder and shall be deemed as satisfying the requirements laid down in Article 185(4) of Directive 2009/138/EC.**

#### Article 4

For the purposes of this Regulation, the following definitions shall apply:

- (a) '**packaged retail** investment product' or '**PRIP**' means an investment where, regardless of the legal form of the investment, the amount repayable to the investor is **[...]subject** to fluctuations **because of exposure [...]**to reference values or **[...]to** the performance of one or more assets which are not directly purchased by the investor;
- (b) '**packaged retail** investment product manufacturer' or '**PRIP manufacturer**' means:
- i) any **[...]entity** who manufactures a **[...]PRIP**;
  - ii) any **[...]entity** who makes changes to an existing **[...]PRIP** by altering its risk and reward profile or the costs associated with an investment in the **[...]PRIP**;
- (c) 'retail investors' means:
- i) retail clients as defined in point (12) of Article 4(1) of Directive 2004/39/EC;
  - ii) customers **who are not professional customers as defined in [relevant Articles of IMD] [...]**of Directive 2002/92/EC;
- (d) 'pension products' means products which under national law are recognised as having the primary purpose of providing the investor an income in retirement, and which entitles the investor to certain benefits;
- (e) 'durable medium' means a durable medium as defined in Article 2(m) of Directive 2009/65/EC;
- (f) 'competent authorities' means the national authorities of Member States, legally empowered to supervise the **[...]PRIP manufacturer[...]**, **the person advising on or selling [...]**a **[...]packaged retail investment product** to a retail investor.

- (g) **‘a person advising on or selling a packaged retail investment product’ means either an intermediary or the packaged retail investment product manufacturer where they sell or provide advise on the product directly to retail investors.**

**CHAPTER II**  
**KEY INFORMATION DOCUMENT**  
**SECTION 1**  
**DRAWING UP THE KEY INFORMATION DOCUMENT**

*Article 5*

**Before a [...] [...]PRIP is made available to retail investors [...]the [...]PRIP** manufacturer shall draw up a key information document in accordance with the requirements laid down in this Regulation for **[...]that** product **[...]**and shall publish the document **on [...]its** website**[...]**.

**SECTION II**  
**FORM AND CONTENT OF THE KEY INFORMATION DOCUMENT**

*Article 6*

1. The key information document shall be **[...]**fair, clear and not misleading.
2. The key information document shall be a stand-alone document, clearly separate from marketing materials.
3. The key information document shall be drawn up as a short document, **not exceeding [...]3 pages of A4-sized paper when printed,** which is:



- (a) presented and laid out in a way that is easy to read, using characters of readable size;
- (b) clearly expressed and written in language that communicates in a way that facilitates the retail investor's understanding of the information being communicated, in particular where:
  - (i) the language used is clear, succinct and comprehensible;
  - (ii) the use of jargon is avoided;
  - (iii) technical terms are avoided when everyday words can be used instead.

**(c) focused on the key information that investors need.**

- 4. Where colours are used in the key information document, they shall not diminish the comprehensibility of the information in the event that the key information document is printed or photocopied in black and white.
- 5. Where the corporate branding or logo of the **[...]PRIP** manufacturer or the group to which it belongs is used in the key information document, it shall not distract the retail investor from the information contained in the document or obscure the text.

*Article 7*

The key information document shall be written in the official language, or, **at least**, one of the official languages of the Member State where the **[...]PRIP** is sold, or in a language accepted by the competent authorities of that Member State, or where it has been written in a different language, it shall be translated into one of these languages. **The translation shall faithfully reflect the content of the original information.**

## Article 8

1. The title 'Key Information Document' shall appear prominently at the top of the first page of the key information document.
2. An explanatory statement shall appear directly underneath the title. It shall read:  
'This document provides you with key information about this **specific [...]** investment product. It is not marketing material. The information is required by law to help you understand the nature **and risks** of this investment product and **[...]to allow you to compare it against other [...]** investment products. You are advised to read it **[...]to help you** take an informed decision about whether to invest.

**This document, along with other relevant contractual documents which you should also read,[...] does not [...]**establish whether the product is suitable for you. You are **advised to seek advice to find out whether the product is suited to your specific needs.**  
**[...]**

- [...]3.** The key information document shall contain the following information:
- (a) under a section, at the beginning of the document, the name of the **packaged retail** investment product **the [...]**identity **and contact details** of the **packaged retail** investment product manufacturer, **information about the competent authority of the manufacturer and the date of the document;**
  - (b) under a section titled "What is this investment?", the nature and main features of the **[...]PRIP**, including
    - i) the type of the **packaged retail** investment product;
    - ii) its objectives and the means for achieving them, **including a description of the underlying instruments or variables and how the return is determined;**

iii) [...]

iv) where the **packaged retail** investment product offers insurance benefits, details of these insurance benefits;

v) [...]

vi) [...]

**vii) a description of the targeted investors[...]**

(c) under a section titled "**[...]**What is the possible range of payout outcomes?", a brief indication of whether loss of capital is possible, including:

i) **performance scenarios;**

**ii) any guarantees or capital protection provided embodied in the PRIP, as well as the circumstances under which they are applicable and any limitations to these. The identity of the entity that provides those guarantees or capital protection;**

iii) whether the **PRIP[...]** is covered by **an investor** compensation or guarantee scheme;

**iv) a statement that the range of payout outcomes is before any tax implications and that the Tax legislation of the investor's home Member State may have an impact on the actual payout;**

**(d) under a section titled "What happens if the PRIP manufacturer or seller default?", a brief description of the maximum loss for the investor and reference whether the loss can be recovered by an investor compensation or guarantee scheme;**

- (e) under a section titled "[...]How long should I hold it?" **the duration of the PRIIP, if applicable, the[...]** recommended minimum holding period and the expected liquidity profile of the product including the possibility and conditions for any disinvestments before maturity[...];
- (f) under a section titled "[...]What is the risk and reward profile?", the risk and reward profile of the [...]PRIIP, [...]including **a synthetic [...]**indicator, **supplemented by a narrative explanation of the indicator, its main limitations and a narrative explanation of the risks which are materially relevant to the PRIIP and which are not adequately captured by the synthetic risk indicator; [...]**
- (g) under a section titled "What are the costs?", the costs associated with an investment in the [...]PRIIP, comprising both direct and indirect costs to be borne by the investor, including summary indicators of these costs;
- (h) under a section titled "How has it done in the past?", the past performance of the [...]PRIIP, if this is relevant having regard to the nature of the product and the length of its track record **including a warning about its limited value as a guide to future performance;**
- (i) [...]under a section titled"Can I take money out?" information about the potential consequences of cashing the PRIIP before the end of the term or recommended holding period and the expected liquidity profile of the product including the possibility and conditions for any disinvestments, having regard to the risk and reward profile of the PRIIP and the market evolution it targets;
- (j) under a section titled "How can I complain?", information about how a client can levy a complaint about the product.

[...]4. The PRIIP manufacturer may only include other information where it is necessary for the retail investor to take an informed investment decision about a specific PRIIP.

**[...]**15. The information referred to in paragraph 2 shall be presented in a **[...]**standardised format including the common headings and following the **[...]**order set out in paragraph 2. **[...]**The key information document shall prominently display a common symbol to distinguish the document from other documents.

**[...]**16. The Commission shall be empowered to adopt delegated acts in accordance with Article 23 specifying the details of the presentation and the content of each of the elements of information referred to in paragraph 2, the presentation and details of the other information the product manufacturer may include within the key information document as referred to in paragraph 3, and the details of the common format and the common symbol referred to in paragraph 4. The Commission shall take into account the differences between **PRIPs[...]** and the capabilities of retail investors as well as the features of **PRIPs[...]** that allow the retail investor to select between different underlying investments or other options provided for by the product, including where this selection can be undertaken at different points in time, or changed in the future.

**[...]**17. The European Banking Authority (EBA), the European Insurance and Occupational Pensions Authority (EIOPA) and the European Securities and Markets Authority (ESMA) shall develop **common** draft regulatory standards to determine:

- (a) the methodology underpinning the presentation of risk and reward as referred to in point **([...])f** of paragraph 2 of this Article and
- (b) the calculation of costs as referred to in point **([...])g** of paragraph 2 of this Article.

The draft regulatory technical standards shall take into account the different types of **PRIPs[...]**.

The European Supervisory Authorities shall submit those draft regulatory technical standards to the Commission by [...].

Power is conferred on the Commission to adopt the regulatory technical standards in accordance with the procedure set out in Articles 10 to 14 of Regulation (EU) No 1093/2010, Articles 10 to 14 of Regulation 1094/2010 and Articles 10 to 14 of Regulation (EU) No 1095/2010.

#### *Article 9*

Marketing communications that contain specific information relating to the **PRIP [...]** shall not include any statement that contradicts the information contained in the key information document or diminishes the significance of the key information document. Marketing communications shall indicate that a key information document is available and supply information on how **and from where** to obtain it.

#### *Article 10*

1. The **PRIP [...]** manufacturer shall review the information contained in the key information document regularly and revise the document where the review indicates that changes need to be made.
  
2. The Commission shall be empowered to adopt delegated acts in accordance with Article 23 laying down detailed rules for the review of the information contained in the key information document and the revision of the key information document, as regards:
  - (a) the conditions and the frequency for reviewing the information contained in the key information document;
  
  - (b) the conditions under which information contained in the key information document must be revised, and under which it is obligatory or optional to republish the revised key information document;

- (c) the specific conditions under which information contained in the key information document must be reviewed or the key information document revised where a **PRIP [...]** is made available to retail investors in a non-continuous manner;
- (d) the circumstances in which retail investors are to be informed about a revised key information document for a **PRIP [...]** purchased by them, **as well as the means whereby the retail investors are to be informed.**

*Article 11*

1. **The information in the key information document shall constitute pre-contractual information. It shall be fair, clear and not misleading. Where binding contractual documents exist, the key information document shall be consistent with those documents. [...]**
2. **A person shall not incur civil liability solely on the basis of the key [...] information document, including any translation[...] thereof, unless it is misleading, inaccurate or inconsistent with the other binding contractual documents. [...]**
3. **[...]**

**SECTION III**  
**PROVISION OF THE KEY INFORMATION DOCUMENT**

*Article 12*

1. A person **advising [...]** **on or** selling **a PRIP [...]** to retail investors shall provide them with the key information document in good time before the conclusion of a transaction relating to the **PRIP [...]**.
2. **[...]**
3. Where successive transactions regarding the same **PRIP [...]** are carried out on behalf of a retail investor in accordance with instructions given by that investor to the person selling the **PRIP [...]** prior to the first transaction, the obligation to provide a key information document under paragraph 1 shall only apply to the first transaction **and to the first transaction after the key information document has been revised in accordance with article 10.**
4. The Commission shall be empowered to adopt delegated acts in accordance with Article 23 specifying:
  - (a) the conditions for fulfilling the requirement to provide the key information document in good time as laid down in paragraph 1;
  - (b) the method and the time limit for the provision of the key information document in accordance with paragraph 2.



*Article 13*

1. The person **advising on or** selling a **PRIP [...]** shall provide the key information document to retail investors free of charge.
  
2. The person **advising on or** selling a **PRIP [...]** shall provide the key information document to the retail investor in one of the following media:
  - (a) on paper;
  
  - (b) using a durable medium other than paper, where the conditions laid down in paragraph 4 are met; or
  
  - (c) by means of a website where the conditions laid down in paragraph 5 are met.
  
3. However, where the key information document is provided using a durable medium other than paper or by means of a website, a paper copy shall be provided to retail investors upon request and free of charge. **Retail investors shall be informed about their right to request a paper copy free of charge.**
  
4. The key information document may be provided using a durable medium other than paper if the following conditions are met:
  - (a) the use of the durable medium is appropriate in the context of the business conducted between the person **advising on or** selling a **PRIP [...]** and the retail investor; and
  
  - (b) the retail investor has been given the choice between information on paper and in the durable medium, and has chosen, **[...]that** other medium **in a way that can be evidenced.**

5. The key information document may be provided by the means of a website if ...it is **not** addressed personally to the retail investor ...**and** the following conditions are **cumulatively** met:

- (a) the provision of the key information document by means of a website is appropriate in the context of the business conducted between the person **advising on or** selling ...**a PRIP[...]** and the retail investor;
- (b) the retail investor **has been given the choice between information on paper and by means of a website and** has ...**chosen [...]**...**this medium in a way that can be evidenced**;
- (c) the retail investor has been notified electronically of the address of the website, and the place on the website where the key information document can be accessed;
- (d) where the key information document has been revised in accordance with Article 10 all revised versions shall also be made available to the retail investor;
- (e) it is ensured that the key information document remains accessible on the website for such period of time as the retail investor may... need to consult it.

6. For the purposes of paragraph 4 and 5, the provision of information using a durable medium other than paper or by means of a website shall be regarded as appropriate in the context of the business conducted between the person **advising on or** selling a **PRIP[...]** and the retail investor, if there is evidence that the retail investor has regular access to the Internet. The provision by the retail investor of an e-mail address for the purposes of that business shall be regarded as such evidence.

## CHAPTER III

### COMPLAINTS, REDRESS, COOPERATION

#### *Article 14*

The **PRIP[...]** manufacturer shall establish appropriate procedures and arrangements which ensure that retail investors who have submitted a complaint in relation to the key information document receive a substantive reply in a timely and proper manner.

#### *Article 15*

1. Where a retail investor initiates a procedure for alternative dispute resolution laid down in national law against an **[...]PRIP** manufacturer or a person selling **[...]PRIPs** with regard to a dispute concerning rights and obligations established under this Regulation, the **[...]PRIP** manufacturer or the person **advising on or** selling **[...]PRIPs** shall participate in that procedure.**[...]**

2. **[...]**

#### *Article 16*

For the purposes of the application of this Regulation the competent authorities shall cooperate with each other and with the entities responsible for out-of-court complaint and redress procedures referred to in Article 15 **to the extent permitted by EU Directives or regulations in force.** In particular, the competent authorities shall, without undue delay, provide each other with such information as is relevant for the purposes of carrying out their duties under this Regulation.

#### *Article 17*

1. Member States shall apply Directive 94/46/EC to the processing of personal data carried out in that Member State pursuant to this Regulation.
2. Regulation EC No 45/2001 of the European Parliament and of the Council shall apply to the processing of personal data carried out by EBA, EIOPA and ESMA.

**CHAPTER IV**  
**ADMINISTRATIVE SANCTIONS AND MEASURES**

*Article 18*

1. Member States shall lay down rules establishing appropriate administrative sanctions and measures to be applied to situations which constitute a breach of the provisions of this Regulation and shall take all necessary measures to ensure that they are implemented. Those sanctions and measures shall be effective, proportionate and dissuasive.

By [24 months after entry into force of this Regulation] the Member States shall notify the rules referred to in the first subparagraph to the Commission and to the Joint Committee of the European Supervisory Authorities. They shall notify the Commission and the Joint Committee of the European Supervisory Authorities without delay of any subsequent amendment thereto.

2. In the exercise of their powers in Article 19, competent authorities shall cooperate closely to ensure that the administrative measures and sanctions produce the desired results of this Regulation and coordinate their action in order to avoid possible duplication and overlap when applying administrative measures and sanctions to cross border cases.

*Article 19*

[...]1. This Article applies to the [...]breaches **of, at least, Articles 5, 6, 7, 8(1) to (4), 9, 10, 12(1) and (2), 13 and Article 14.[...](b) [...]**

2. Member States shall ensure that the competent authorities have the power to impose at least the following administrative measures and sanctions:

- (a) an order prohibiting the marketing of an **[...]PRIP**;
- (b) an order suspending the marketing of an **[...]PRIP**;

(c) a warning, which is made public and which identifies the person responsible and the nature of the breach;

**(d) an order prohibiting the provision of a key information document which does not comply with the requirement of Articles 6, 7, 8 and 10**

**(e) an order** for the publication of a new version of a key information document**[...]**;

(f) **pecuniary penalties**

3. Member States shall ensure that, where the competent authorities have imposed one or more administrative measures and sanctions in accordance with paragraph 2, the competent authorities have the power to issue or require the **[...]PRIP** manufacturer or person **advising on or** selling the **[...]PRIP** to issue a direct communication to the retail investor concerned, giving them information about the administrative measure or sanction, and informing them where to lodge complaints or submit claims for redress.

#### *Article 20*

The competent authorities shall apply the administrative measures and sanctions referred to in Article 19(2) taking into account all relevant circumstances including, **where appropriate**:

**(a)** the gravity and the duration of the breach;

(b) the degree of responsibility of the responsible **natural or legal** person;

(c) the impact of the breach on retail investors' interests;

(d) the cooperative behaviour of the **natural or legal** person responsible for the breach;

**(e)** any previous breaches by the responsible **natural or legal** person**[...]**;

(f) **other relevant factors.**

## Article 21

1. Where the competent authority has disclosed administrative measures and sanctions to the public, it shall simultaneously report those administrative measures and sanctions either [...] to EBA [...] or EIOPA [...] or ESMA, accordingly.
2. The [...] competent authority shall once a year provide either EBA [...] or EIOPA [...] or ESMA, accordingly with aggregate information regarding all administrative measures and sanctions imposed in accordance with Articles 18 and 19(2).
3. EBA, ESMA and EIOPA shall publish this information in [...]their annual report.

## Article 22

1. Sanctions and measures imposed for the breaches referred to in Article 19(1) shall be disclosed to the public without undue delay including, at least information on the type of breach of this Regulation and the identity of those responsible for it[...].

**2. Where [...]the publication of personal data of natural persons is considered by the competent authority to be disproportionate following a case-by-case assessment conducted on the proportionality of the publication jeopardises the stability of financial markets or an ongoing investigation, competent authorities shall either:**

**(a) delay the publication of the sanction;**

**(b) publish the sanctions on an anonymous basis in a manner which is in conformity with national law, if such anonymous publication ensures an effective protection of the personal data concerned; or**

**(c) not publish the sanction at all.**

**In the case of a decision to publish a sanction on an anonymous basis, the publication of the relevant data may be postponed of a reasonable period of time if it is foreseen that within that period the reasons for anonymous publication shall cease to exist.**

**3. [...]Where the decision to impose a sanction or measure is subject to an appeal before the relevant judicial authorities shall also publish immediately, on their official website such information and any subsequent information on the outcome of such appeal.**

**4. Competent authorities shall ensure that any publication in accordance with this Article shall remain on their official website for a maximum period five years after its publication. In case of an irrevocable annulment of the decision to impose a sanction or measure, competent authorities shall delete the publication.**

#### CHAPTER IV FINAL PROVISIONS

##### *Article 23*

1. The power to adopt delegated acts is conferred on the Commission subject to the conditions laid down in this Article.

2. The power to adopt delegated acts referred to in Articles 8(5), 10(2) and 12(4) shall be conferred on the Commission for a period of [4 years] from the entry into force of this Regulation. The delegation of power shall be tacitly extended for periods of an identical duration, unless the European Parliament or the Council opposes such extension not later than three months before the end of each period.

3. The delegation of powers referred to in Articles 8(5), 10(2) and 12(4) may be revoked at any time by the European Parliament or by the Council. A decision of revocation shall put an end to the delegation of the power specified in that decision. It shall take effect the day following the publication of the decision in the *Official Journal of the European Union* or at a later date specified therein. It shall not affect the validity of any delegated acts already in force.

4. As soon as it adopts a delegated act, the Commission shall notify it simultaneously to the European Parliament and to the Council.

5. A delegated act adopted pursuant to Articles 8(5), 10(2) and 12(4) shall enter into force only if no objection has been expressed either by the European Parliament or the Council within a period of 2 months of notification of that act to the European Parliament and the Council or if, before the expiry of that period, the European Parliament and the Council have both informed the Commission that they will not object. That period shall be extended by [2 months] at the initiative of the European Parliament or the Council.

#### *Article 24*

Management companies and investment companies referred to under Article 2 (1) and Article 27 of Directive 2009/65/EC and persons selling units of UCITS as defined in Article 1 (2) of that Directive are exempt from the obligations under this Regulation until [OJ: please insert the date 5 years after the entry into force].



*Article 25*

1. Four years after the date of entry into force of this Regulation, the Commission shall review this Regulation. The review shall include a general survey of the practical application of the rules laid down in this Regulation, taking due account of developments in the market for retail investment products. As regards UCITS as defined in Article 1 (2) of Directive 2009/65/EC, the review shall assess whether the transitional arrangements under Article 24 of this Regulation shall be prolonged, or whether, following the identification of any necessary adjustments, the provisions on key investor information in Directive 2009/65/EC might be replaced by or considered equivalent to the key investor document under this Regulation. The review shall also reflect on a possible extension of the scope of this Regulation to other financial products.
2. After consulting the Joint Committee of the European Supervisory Authorities, the Commission shall submit a report to the European Parliament and the Council, accompanied, if appropriate, by a legislative proposal.

*Article 26*

This Regulation shall enter into force on the twentieth day following that of its publication in the *Official Journal of the European Union*.

It shall apply from [two years after its entry into force].

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Strasbourg,

*For the European Parliament*

The President

*For the Council*

The President

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