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## The MFSA Launches Campaign for Investor Awareness

The Malta Financial Services Authority ('MFSA') this week launched an investor education and awareness campaign. The main objective of this campaign is to raise awareness among consumers about financial literacy with a focus on the different regulated markets to help them make informed decisions.

One of the MFSA's primary functions is to enhance consumer confidence in the financial market and improve consumer awareness. The campaign is therefore targeted at the general public and retail investors.

Commenting on the launch of the campaign, Emily Benson, Head, Conduct Supervision at the MFSA, said: "Investors are sometimes uncertain about what investment decisions will support their financial goals. Inadequate information about financial instruments and trading venues can result in consumers investing in an unsuitable product. This integrated campaign is part of the ongoing consumer awareness initiatives organised by the MFSA, clearly demonstrating our strong commitment to the protection and education of consumers of financial services."

The investor education campaign coincides with World Investor Week ('WIW') with the aim of raising awareness regarding investor education.

For more information please visit: <https://www.mfsa.mt/consumers/consumer-awareness-and-education/investments/investor-awareness/>.

Note to Editors:

The campaign aims to demystify certain investment jargon such as:

- **Trading Venue** - the place where buyers and sellers meet to exchange i.e. buy or sell, financial instruments. There are different types of trading venues with the traditional one being the regulated market, whilst another example is the Multilateral Trading Facility ('MTF').
- **Regulated Market** - a market that is licensed and authorised by a relevant authority to provide the structure for buyers and sellers to trade financial instruments. In Malta, there is only one regulated market which is the Malta Stock Exchange ('MSE').
- **Multilateral Trading Facility ('MTF')** - a self-regulated financial trading venue. This acts as an alternative to the traditional regulated market, and typically uses a computerised system wherein buyers and sellers exchange the financial instruments in line with the rulebook of that trading platform.

## About MFSA

The Malta Financial Services Authority (MFSA) is the single regulator of financial services in Malta, covering banks, insurance companies, investment services, trusts and pensions. In 2018, the MFSA became the first European regulator to develop a framework to regulate virtual financial assets. The MFSA's mission, as enshrined in its Vision 2021, is to enhance its position as an independent, proactive and trustworthy supervisory authority with the main purpose of safeguarding the integrity of markets and maintaining stability within the financial sector, for the benefit and protection of consumers. Over 2,200 entities are licensed by the MFSA to operate in the financial services sector, which directly account for 6% of the economy total.



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