

SEC Thailand's public hearing on the proposed rules to raise the standard of digital asset advertisement for digital asset businesses

The Securities and Exchange Commission, Thailand (“SEC”) is seeking public comments on the proposed rules strengthening digital asset advertisement with these regards.

(1) strengthening the rules regarding digital asset advertisement in order to establish clear and appropriate measures, for example:

➤ a warning statement must be clear, fair, non-misleading, and consistent with the format specified by the SEC such as necessary wording and appropriate font size must be used and

➤ a balance viewed information must be displayed (i.e. negative information such as investment risks of digital asset).

(2) prohibiting digital asset business operators from advertising cryptocurrency on public space. Digital asset business operators may only advertise cryptocurrency through their own respective official advertising channels. However, advertisement regarding services is not prohibited.

(3) suspending Introducing Broker Agent for digital asset operator regarding cryptocurrency.

The proposed rules will be applied to all types of digital asset businesses. This aim to enhance the supervision of digital asset advertisement and to increase the investor protection against inappropriate digital asset advertisement.

For further details of this public hearing, please visit www.sec.or.th/hearing. Stakeholders and interested parties are also welcomed to submit comments and recommendations via the SEC Thailand's website or email: chananchida@sec.or.th or ekarit@sec.or.th or sarochac@sec.or.th

The public hearing ends on 15 March, 2022