ESMA_QA_820

Submission Date
28/01/2022

Status: Answer Published

Additional Information

Level 1 Regulation
Regulation 2020/1503 - European crowdfunding service providers for business

Topic
Information to clients on topics other than costs and charges

Subject Matter
Investor protection and marketing communication

Question
Can a project owner market its crowdfunding projects?

ESMA Answer

28-01-2022

Original language

(Published as Crowdfunding Q&A 5.7)

The ECSPR does not prevent project owners from taking steps to seek funding for their business activity either by (i) directing potential investors to the crowdfunding platform or (ii) offering transferable securities, admitted instruments for crowdfunding purposes or loans in relation to their business activity to the public, outside the crowdfunding platform.

However, additional restrictions and/or conditions may apply to project owners pursuant to European and national laws or may derive from the terms and conditions of some CSPs.