

Five steps to ensure the EU Retail Investment Strategy works for consumers

STEP 1

Streamline consumer disclosures & make them engaging



What is the problem?

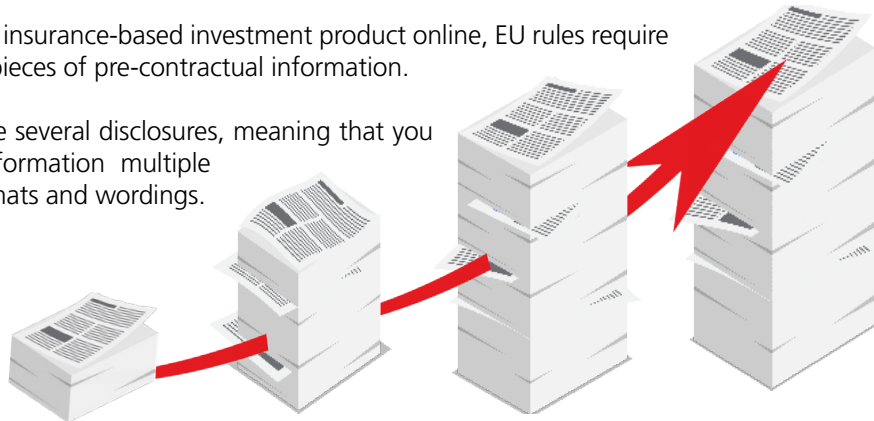
Consumers need concise, simple and clear information to compare products and make informed decisions.

However, EU rules mean that consumers are currently overwhelmed with too much and too complex information, and making sense of it all is nearly impossible. This undermines consumers' trust in the products and can discourage them from investing.

Did you know?

When buying a green insurance-based investment product online, EU rules require you to be given 339 pieces of pre-contractual information.

EU laws also duplicate several disclosures, meaning that you receive the same information multiple times in different formats and wordings.



What are the solutions?

- ✓ Have significantly fewer disclosures mandated by EU rules.
- ✓ Use behavioural economics, allow visuals and icons, and remove jargon from EU rules.
- ✓ Test new disclosures on consumers to ensure they work.

