

Owen Lysak, Daniel Deacon and Ramya Juwadi Author Article in *Private Equity Law Report* on New ESMA Guidelines on Marketing Communications

04.01.22



Owen Lysak, Daniel Deacon and Ramya Juwadi authored an article published by *Private Equity Law Report* titled, “ESMA Guidelines on Marketing Communications: New EU Content Requirements.” The article explores the increased attention on marketing to EU investors and outlines the recently-enacted ESMA Guidelines on Marketing Communications, which set detailed regulatory expectations on the content of marketing materials. The article also discusses the Guidelines’ scope of application and to what fund managers, as well as clarifies what specific marketing materials the Guidelines apply to, including PPMs, pitchbooks and presentation decks. It further explains how exactly the content of materials needs to be adapted going forward to comply with the Guidelines.

To read the full article, please [click here](#) (subscription required).

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