



SECURITIES AND FUTURES COMMISSION
證券及期貨事務監察委員會

Illustrative Examples for the Frequently Asked Questions on Advertising Materials of Collective Investment Schemes Authorized under the Product Codes (Question 39F)

14 March 2014

Important: Please note that the examples contained in this document are for illustrative purposes only and are not meant to be complete or exhaustive. You should read this document in conjunction with the Frequently Asked Questions on Advertising Materials of Collective Investment Schemes Authorized under the Product Codes. Issuers of marketing materials are reminded to ensure marketing materials of SFC-authorized funds issued are in compliance with all applicable requirements, including the Advertising Guidelines and the guidance set out in FAQ39 to FAQ39E in the abovementioned FAQ.



Illustrative Example 1

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment: dividends will be paid on a monthly basis; dividend payment is not subject to management company's discretion
- Rate of dividend: variable and subject to management company's discretion
- Change of the frequency of dividend payment: subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital

重要事項:

1. XXX
2. XXX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XXX

➤ 每月派息 (派息率並不保證，股息可從股本中分派^{注意重要事項 3)})

➤ XXXXX

➤ XXXXX

ABC 基金

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

附註:

XX



Illustrative Example 2

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment: management company aims to make dividend payment to investors on a monthly basis
- Rate of dividend: variable and subject to management company's discretion
- Change of the frequency of dividend payment: subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital

風險披露:

1. XXX
2. XXX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XXX

ABC 基金

旨在每月派息
(D 收息單位)
(派發息率並不保證，
股息可從股本中分派^{注意風險披露 3)})

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

附註:

XX



Illustrative Example 3

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment for the fund's monthly distribution share class(es): management company aims to make dividend payment to investors on a monthly basis
- Rate of dividend: variable and subject to management company's discretion
- Change of the frequency of dividend payment for the monthly distribution share class(es): subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital

重要事項:

1. XX
2. XX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XX

提供每月派息單位
(單位旨在每月派息;
所派股息之息率並不保證，股息可從股本中分派)
注意重要事項 3)

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

ABC 基金

附註: xxx



Illustrative Example 4

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment: dividends will be paid on a monthly basis; dividend payment is not subject to management company's discretion
- Rate of dividend: at a fixed rate of A%
- Change of the frequency of dividend payment / rate of dividend: subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital

重要事項:

1. XXX
2. XXX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XXX

ABC 基金

每月派息

年息率 A%

(所派股息可從股本中分派^{注意重要事項 3})

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

附註:

1. XXX
2. XXX



Illustrative Example 5

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment: management company aims to make dividend payment to investors on a monthly basis
- Rate of dividend: variable and subject to management company's discretion
- Change of the frequency of dividend payment: subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital
- Annualized yield: B% (based on the historical dividend rate / payments made by the fund)

重要事項:

1. XXX
2. XXX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XXX

旨在每月派息

ABC 基金

股息年化率為 B%^{附註 1}

(派息率並不保證，股息可從股本中分派^{注意重要事項 3})

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

附註:

1. [披露股息年化率的計算基準及相關資料] (就計算基準及相關要求，廣告發行人請參閱有關根據產品守則獲認可的集體投資計劃的廣告宣傳材料的常見問題第 39D 及 39E 條)
2. XXX



Illustrative Example 6

Advertisement for a fund with distribution policy with the following key features:

- Frequency of dividend payment for the fund's monthly distribution share class(es): management company aims to make dividend payment to investors on a monthly basis
- Rate of dividend: variable and subject to management company's discretion
- Change of the frequency of dividend payment for the monthly distribution share class(es): subject to 1 month prior notice to investors
- Dividends may be paid out of the fund's capital
- Prospective yield: C% (pursuant to paragraph 10 of the Advertising Guidelines)

重要事項:

1. XXX
2. XXX
3. [列出有關從股本/資本中支付派息的風險] (就撰寫有關風險，廣告發行人請參閱有關單位信託及互惠基金守則的常見問題第 34 條)
4. XXX

提供每月派息單位
(單位旨在每月派息)

ABC 基金

[2014]擬派發股息率 C%^{附註 1}

(派息率並不保證，股息可從股本中分派^{注意重要事項 3})

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

附註:

1. [披露擬派發股息率的計算基準及相關資料] (就計算基準及相關要求，廣告發行人請參閱有關根據產品守則獲認可的集體投資計劃的廣告宣傳材料的常見問題第 39D 及 39E 條)
2. XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX