



Endorsements

(a) Testimonials and third person endorsements used in an advertisement -

- (i) must be the genuine opinion and actual experience of the person making the testimonial or endorsement and be properly attributed to such person;
- (ii) must be based upon actual statements made for testimonial or endorsement purposes; and
- (iii) may use a pseudonym instead of the real name of the person making the testimonial or endorsement, provided this is stated in the advertisement concerned

Please note that the testimonials on the High Street website are genuine opinions from real clients. Surnames have been abbreviated to protect the personal information of clients.

(b) If the person making the testimonial or endorsement, or their employer or principal or any associate, has any financial interest or relationship to the -

- (i) provider or any associate of the provider or person acting on behalf of the provider; or
- (ii) product supplier or any associate of the product supplier or person acting on behalf of the product supplier where the advertisement relates to a financial product, or will or has been compensated for the endorsement by any person (other than through reimbursement of actual costs incurred by the person making the endorsement), this must be disclosed in the advertisement.

Please note that there is a familial relationship between one of the clients testimonials and one of the High Street shareholders. These two parties are engaged in a working relationship and this has been disclosed to all necessary parties.

(c) Any endorsement in an advertisement must clearly and prominently in accordance with subsection (14) state that the endorsement does not constitute financial advice.

Please note that the testimonials do not serve as financial advice.