11 September 2026

By email.

Dear Sir/Madam

Re: CP 390 Proposed reform to the pre-lodgement advertising and publicity regime

AFMA welcomes the opportunity to provide comment on *CP 390 Proposed reform to the pre-lodgement advertising and publicity regime.*

AFMA strongly supports the proposed reforms.

The reforms proposed expand the existing relief from restrictions on advertising and publicity before a disclosure document (such as a prospectus) is lodged for offers of securities that require disclosure.

The proposals will increase alignment with international norms, and thereby the competitiveness of the Australian markets, while retaining investor protections.

We thank you for considering our comments in relation to the proposed reforms.

Yours sincerely

[redacted]

[redacted]
Head of Financial Markets, Exchanges and Digital

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