FINANCIAL PROMOTION (NOTIFICATION OF CRYPTOASSET APPROVAL) INSTRUMENT 2026

Powers exercised

A. The Financial Conduct Authority ("the FCA") makes this instrument in the exercise of the following powers and related provisions in the Financial Services and Markets Act 2000 ("the Act"):

(1) section 137A (The FCA's general rules);
(2) section 137R (Financial promotion rules);
(3) section 137T (General supplementary powers); and
(4) section 139A (Power of the FCA to give guidance).

B. The rule-making powers listed above are specified for the purpose of section 138G(2) (Rule-making instruments) of the Act.

Commencement

C. This instrument comes into force on 1 October 2026.

Amendments to the Handbook

D. The Supervision manual (SUP) is amended in accordance with the Annex to this instrument.

Citation

E. This instrument may be cited as the Financial Promotion (Notification of Cryptoasset Approval) Instrument 2026.

By order of the Board
24 September 2026

Annex

Amendments to the Supervision manual (SUP)

In this Annex, underlining indicates new text and striking through indicates deleted text.

16 Reporting requirements

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16.31 Financial promotion approval reporting

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Purpose

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(4) The *rules* in this section include requirements to:

(a) notify the *FCA* in a timely manner of each:

(i) *approval* of a *financial promotion* relating to a ~~*qualifying cryptoasset* or~~ *non-mass market investment* <u>or, in certain circumstances, a *qualifying cryptoasset*</u>; ~~or~~ <u>and</u>

(ii) amendment or withdrawal of a prior *approval* of any *financial promotion* by reason of a *notifiable concern*; and

(b) provide a report to the *FCA* on a 6-monthly basis relating to the *firm's* activity of *approving financial promotions*.

Approval notification requirement

16.31.5 R (1) A *firm* must submit the information in (3) to the *FCA* within 7 *days* of *approving* a *financial promotion* relating to:

(a) a *qualifying cryptoasset* <u>where:</u>

<u>(i)</u> <u>the *firm approves* the *financial promotion* during the relevant period; or</u>

<u>(ii)</u> <u>the *financial promotion* is a *direct offer financial promotion*</u>; or

(b) a *non-mass market investment*.

…

(3) …

(4) In this *rule*, the 'relevant period' is the period of 3 *months* beginning with the day on which the *firm* first *approves* a *financial promotion* relating to a *qualifying cryptoasset* after:

(a) the *firm* is granted *approver permission* which includes permission to *approve financial promotions* relating to *qualifying cryptoassets*; or

(b) the *firm's approver permission* is varied to include permission to *approve financial promotions* relating to *qualifying cryptoassets*.

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Method of submission

16.31.13 R (1) A *firm* must submit:

(a) the notifications and reports required by this section to the *FCA* online through the appropriate systems accessible from the *FCA's* website; and

(b) a notification required by *SUP* 16.31.5R(2) (notification of *approving* amendments to, or withdrawing *approval* of, a *financial promotion*) using the form at *SUP* 15 Ann 4.

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