

SEC Thailand's public hearing on the amendments to regulations regarding digital asset business operator's advertisement aims to foster digital asset business operators to responsibly publish the advertisement and enhances the investor's awareness in investment risk

Based on the monitoring of digital asset developments and digital assets business operator's advertisement, The Securities and Exchange Commission, Thailand has found that the current regulations for the format and presentation of risk warnings in investment remain unclear, inflexible, and may not align with the nature of digital asset business operations.

The SEC is seeking public comments on proposed amendments to the regulations regarding digital asset business operator's advertisement to foster digital asset business operators to responsibly publish the advertisement, in line with the SEC's expectation, along with appropriate warnings to make investors aware of the risks involved in investing in digital assets. Meanwhile, digital asset business operators can comply with such regulations appropriately and in line with business practices. Therefore, the SEC is seeking public comments on the principles and draft announcements related to the advertisement. The proposed principles contain essences as follows:

1. adjust the font size of the warning notices in the advertisement to comply with securities regulations and align with advertising practices.
2. remove the requirement for continuous warning notices during the advertisement, as the current principle-based advertising guidelines are sufficiently appropriate and consistent with securities regulations.
3. standardize the warning notices to a single, most stringent format that covers both cryptocurrencies and digital tokens, in line with the current practices of digital asset business operators.
4. amend the regulation concerning social media advertisement to align with the adjustments according to point 1 to 3 above.

For further details of this public hearing, please visit www.sec.or.th/hearing or <https://law.go.th/>. Stakeholders and interested parties are also welcomed to submit comments and recommendations via the SEC Thailand's website or email: ekarit@sec.or.th or pinyapat@sec.or.th The public hearing ends on XX January 2025.