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## IV - Marketing - Customer relationship

### IV.1 - General provisions

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Position DOC-2018-04

### Guidelines on MIFID II product governance requirements

#### Document

#### Summary

The AMF adopts the ESMA guidelines on MiFID II product governance requirements (ESMA35-43-3448) for investment services providers. These guidelines, incorporated into position DOC-2018-04, aim to detail the obligations of manufacturers and distributors, particularly with regard to the categories to be taken into account in defining a target market and its coordination with the distribution strategy.



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## Reference texts

Articles L. 533-24 et L. 533-24-1 of the Monetary and Financial Code (in [French only](#)) [↗](#)

[↗](#) Articles 313-1 and following of the General Regulation [↗](#)

## Links

[↗](#) Guidelines on MiFID II product governance requirements [↗](#)

## Archives

[↙](#) From 12 April 2018 to 02 October 2023 | Position DOC-2018-04

### Guidelines on MIFID II product governance requirements

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## Reference texts


[↗](#) Articles L. 533-24 et L. 533-24-1 of the Monetary and Financial Code (in [french only](#)) [↗](#)



▾ [Articles 313-1 and following of the General Regulation](#) 

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▾ **Links**

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