



AUTORITÉ
DES MARCHÉS FINANCIERS

Print from the website of the AMF

07 March 2023

Results of the 2022 “risk-averse” and “risk-loving” mystery shopping campaigns

In 2022, with the help of the IPSOS research institute, the Autorité des Marchés Financiers (AMF) conducted two in-branch mystery shopping campaigns, one risk-averse and one risk-loving. For the first time since the AMF began conducting mystery shopping in 2010, the operation was part of a European study, coordinated by the European Securities and Markets Authority (ESMA), on the costs and charges of financial products marketed throughout the European Union.

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Keywords

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