



Many Investors, One Voice

Sean Hughes,
CEO, FMA,
PO Box 1179
Wellington 6140
By email
19 September 2011

Dear Sean,

RE: FMA Enforcement Guidelines

The New Zealand Shareholders Association would like to commend the Financial Markets Authority for its recently published guidelines concerning the enforcement processes available to the FMA and the way these will be applied.

Although you have clearly signalled your intentions over the past few months, we see this written documentation as another excellent example of the transparent and proactive way the FMA is engaging with all capital markets participants.

We note that you have indicated this is the first of a number of guideline documents. This is a refreshing change from the opaque methods of the past and is very welcomed by all on the buy side, and we suspect a great many others.

We are also very encouraged by the prompt and helpful responses we have received when interacting with the staff at the FMA, either by telephone or in writing. With the advent of a range of new legislation creating some areas of uncertainty, the willingness of the FMA to provide guidance across a range of issues is most appreciated.

In our view, the FMA is already winning the minds of retail investors. Keep up the good work!

Yours sincerely,

John Hawkins
Chairman