	ABCD E F	G H I	J	L M
1 2	KPMG / Country Information	Italy		
3	Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
-4	March 2020			
5	General principles			
0	partner" in the narrower sense. Instead, the pe	erson may also be the ben ation applies to the situation	o emphasize that the person the IAM corresponds with is not coercively and in all cases the "business eficial owner or another contact person (e.g. legal representative).  on in which a "service recipient/client" travels to Switzerland, e.g. in the course of the business mode 1 (the	
	<ol> <li>IAM provides the services directly in Switzerland</li> <li>Yes, this is correct, no other regulations and</li> <li>No this is not correct, the following regulation</li> </ol>	pply:	olely describes the business modes 2 and 3 in detail.	
7	Please note: Independent asset managers baaware of the existing provisions relating to the	ased in Switzerland who windowing Directive on Alternative In	ish to manage, market or recommend collective investment schemes in the European Union should be expressive to the standard of the Legislative Decree No. 58/1998 - the Consolidated Financial Act - v.consob.it/main/documenti/Regolamentazione/normativa_In/dlgs58_1998.htm)	
8				
	Applicable Regulation			
10	What kind of services may qualify as Asset Management/Wealth Management Services in Italy? Is there a general definition and what would be the applicable regulations that might affect such services? Who are the competent authorities?	"Portfolio Managemer includes one or more fine "Collective Portfolio Managemer includes one or more fine "Collective Portfolio Management in Italy Investment Service through the management in The "Portfolio manager (Sgr., the SICAVs, the SIMANAGE, with authorizating in the Investment Service in The Inve	o Management" can be provided only by: i) "Asset Management Companies" (e. g. the SICAVs, the ement companies which manage Italian UCITS, the EU and non-EU AIFMs which manage an Italian AIF). Ities are Consob (Commissione Nazionale per le Società e la Borsa) and Bank of Italy. The est are subject in general to the Italian Civil Code provisions and specific legislations as listed: 58 of 24 February 1998, the Italian Financial Law (hereinafter "TUF"); I	

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Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
Cooperation Agreements			
13	General comment	If the cooperation agreement relates to investment services it is potentially dangerous. It could be configured as abusive exercise of investment services in Italy.	
Written agreement of partnership between a Swiss independent wealth manager (without authorization in Italy) and an Italian bank / "finder" / etc	The IAM travels to Italy	Travelling to Italy for this purpose isn't allowed. Cross-border supply depends on the service and the	
15	Crossborder supply	manner of performance of the service.	
Appearance in <u>public</u> in Italy			
Services and products advertising via e.g. web, mass mailing, cold calling, print media, sponsoring, personal visits, organization of	General Comment	In Italy providing Investment Services (Portfolio Management, Investment Consultancy, etc.) is a reserved activity. In order to determine the place where the Investiment Services are supplied (in Italy or abroad), Consob's constant interpretation stated that is relevant the place where the Investment Company (or their professional consultant) reaches its target (prospect / client). The Investment Service has to be considered as provided in Italy when the initial contact with the prospect / client is a consequence of promotion work made with different tools - e.g. mass mailing, web promotion, cold calling, etc (see <i>ex multis</i> Consob Comunication no. DIN/2023857 of 11/04/2002).	
events (promotion and social)	The IAM travels to Italy	It is forbidden.	
19	Crossborder supply	It is foldateri.	
Appearance in public for informational	General Comment	This activity is not an Investment Service and it does not seem to configure a search for clients in Italy.	
purposes only without promotion of own products and services (speakers at professional conventions, publishing professional articles, giving interviews to journalists)	The IAM travels to Italy	It is allowed.	
	Crossborder supply		
23	General Comment	This activity is not an Investment Service and it does not seem to configure a search for clients in Italy.	
Participation at professional events organized by a third party (conventions, mess, client event, sponsoring events etc.)	The IAM travels to Italy	It is allowed.	
25	Crossborder supply		

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3	Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
26		General Comment	This activity is not an Investment Service and it does not seem to configure a research of clients in Italy.	
	Participation at social events organized by a third party (e.g. charity)	The IAM travels to Italy	It is allowed.	
28		Crossborder supply		
29	Prospecting			
30	Establishing contact with prospect (what a	re the triggers that make	e the communication/contact a "regulated" action / service?)	
	Pro-active "one to one" prospect contact for promotion of products and services (e.g. cold calling, mail, post mail, visit in country)	General Comment	In Italy providing Investment Services is a reserved activity, in order to determine the place where the services are supplied (in Italy or abroad), Consob's constant interpretation stated that is relevant the place where the intermediaries (or their professional consultant) reach their targets (prospect client). The investment service has to be considered provided in Italy when the initial contact with prospect client is a consequence of promotion work made with different tools - e.g. mass mailing, web promotion, cold calling, etc (see ex multis Consob Comunication no. DIN/2023857 of 11/04/2002). For this reason the pro-active "one to one" prospect contact for promotion of products and Investment Services is forbidden if the investment company is not authorised to carry out Investment Services in Italy.	
32		The IAM travels to Italy	It is forbidden.	
33		Crossborder supply		
34	Handing out <b>business</b> card (pro-active, first	General Comment	Generally, handing out business card is not a forbidden activity, however it must be paid attention that this activity could be a proof (along with other proofs, e.g. contact for pure socialising) of reaching prospect client in Italy (as promotion work) and carrying out Investment Services in Italy (this activity is forbidden).	
	mover)	The IAM travels to Italy		
36		Crossborder supply	It is allowed, but it could be a proof of carrying out Investment Services in Italy.	

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3	Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
37	Handing out <b>parcanal</b> cord (pro active, first	General Comment	Generally, handing out personal card is not a forbidden activity, however it must be paid attention that this activity could be a proof (along with others proofs, e.g. contact for pure socialising) of reaching prospect client in Italy (as promotion work) and carrying out Investment Services in Italy (this activity is forbidden) because of its indirect attributability to the Bank.	
38	Handing out <b>personal</b> card (pro-active, first mover)	The IAM travels to Italy	It is allowed, but it could be a proof of the carry out Investment Services in Italy.	
39		Crossborder supply	it is allowed, but it could be a proof of the carry out investment Services in Italy.	
40	Reverse prospect contact (prospect contacts AM out of his own initiative) e.g. visit in Switzerland, mail or call to AM, invites AM to	General Comment	Generally, a prospect client resident in Italy can directly benefit of a bank and Investment Services abroad; respecting the requirements of Italian law, it will be the prospect client who shall request the Investment Services directly, without the intermediary exercising any promotional activity in Italy for the client (hereinafter "reverse solicitation" see Consob Regulation 20307 of 15 February 2018, article 25). Please pay attention that it shall be Italian investors on their own initiative to contact Swiss intermediaries (or Asset Manager). However, providing investment service directly in Italy could be a proof of active role in reaching client.	
41	visit him with solicitation of products and services	The IAM travels to Italy	It is forbidden (because the Investment Service would take place in Italy).	
42		Crossborder supply	It is allowed.	
	Agreements with local introducers/finders aiming at the referral of prospects domiciled in Italy to the Swiss Asset Manager/Wealth Manager (remunerated by Swiss Asset Manager /Wealth Manager).	General Comment	The reserved activity principle (about Investment Services) prescribed by Italian law is not only breached when the Investment companies exercises directly any promotion work but also when the Investment companies reach prospect clients through the cooperation of third parties (introducers) (see Consob Communication no. BOR/RM/94002975 of 31/03/1994).	Please also refer to to ESMA "Questions and Answers on MiFID II and MiFIR investor protection and intermediaries topics", Section 13 "Provision of investment services and activities by third country firms",
		The IAM travels to Italy	It is forbidden.	Question 1 stating that "solicitation, promotion or advertising should be considered regardless of the person through whom it is issued: the third country firm itself, an entity acting on its behalf or having close links with such third country firm or any other person acting on behalf of such
45		Crossborder supply		entity".

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Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
Swiss Asset Manager/Wealth Manager is introduced to prospects via existing clients,	General Comment	The reverse solicitation is permitted; furthermore, in this situation there is not any form of cooperation between Investment companies and existing clients that could proof any breach of the reserved activity principle. Remember that the client must go to Switzerland to enter into the Investment Services's contract.	
friends, colleagues etc. (not via a business relationship based on a contractual agreement, not remunerated)	The IAM travels to Italy	It is forbidden.	
48	Crossborder supply	It is allowed (with the reverse solicitation).	
49	General Comment	Generally, handing out business cards is not a forbidden activity, however it must be paid attention to the fact that this activity could be a proof (along with others proofs, e.g. contact for pure socialising) of reaching prospect clients in Italy (as promotion work) and carrying out Investment Services in Italy (this activity is forbidden).	
Handing out business card on prospect's request	The IAM travels to Italy	It is allowed, but it could be a proof of carrying out investment services in Italy.	
51	Crossborder supply	is allowed, but it could be a proof of carrying out investment services in italy.	
52 Handing out <b>personal</b> card on <b>prospect's</b>	General Comment	Generally, handing out personal card is not a forbidden activity, however it must be paid attention that this activity could be a proof (along with other proofs, e.g. contact for pure socialising) of reaching prospects clients in Italy (as promotion work) and carrying out Investment Services in Italy (this activity is forbidden) because indirectly the activity could be interpreted as carried out by the Bank.	
request 53	The IAM travels to Italy	It is allowed, but it could be a proof of carrying out investment services in Italy.	
54	Crossborder supply		
55	General Comment	The investment service is considered to be carried out in Italy and the foreign investment company breaks Italian law regarding the reserved investment activity.	
Negotiation of contract conditions / content	The IAM travels to Italy	It is forbidden.	
57	Crossborder supply		

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2			
Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
58	General Comment	The investment service is considered to be carried out in Italy and the foreign investment company breaks Italian law regarding the reserved investment activity.	
Conclusion of contract (providing prospect with contract forms and procuring prospect signature)	The IAM travels to Italy	It is forbidden.	
60	Crossborder supply		
Existing service recipient  Communication with convice recipient (who	t are the triggers that m	acks the communication/contact of "regulated" action / convice?)	
62 Communication with service recipient (wha	t are the triggers that m	ake the communication/contact a "regulated" action / service?)	
63	General Comment	Generally, contacting for pure socialising is not a forbidden activity, however it must be paid attention that this activity could be a proof (along with others proofs, e.g. handing out business card) of reaching clients in Italy (as promotion work) and carrying out Investment Services in Italy.	
Pro-active contact for pure socialising (e.g. sending birthday card, invitation to event).	The IAM travels to Italy	It is allowed, but it could be a proof of carrying out investment services in Italy.	
65	Crossborder supply	The anoway, but it doubt be a proof of darrying out invocament dorvides in mary.	
Pro-active contact for the purpose of	General Comment	If the information does not provide a new agreement, it would be possible, although some risks may arise. The proactive behavior must be related to a service provided in Switzerlad which was initially requested by the client.	
requesting additional/updating information related to existing services (e.g. updated terms and conditions, changes in contracts, additional information about the client).	The IAM travels to the Italy	Travelling to Italy for this purpose isn't allowed.	
68	Crossborder supply	Permitted, if no new agreements are concluded and in case no contractual documents are signed in Italy.	
Pro-active contact aimed to require updates / further information about the financial services such as, for example, the update of	General Comment	This activity is not an investment service, however, attention must be paid that the same service is not identified as a financial advice. This activity may in fact be considered as an indication (along with other information, for example: contact to socialize) for the intention to solicit a customer in Italy (promotional activities) and to provide investment services in Italy. The proactive behavior must be related to a service provided in Switzerlad which was initially requested by the client.	
the general conditions of the agreement, changes into agreement, additional information regarding the client.	The IAM travels to Italy	Travelling to Italy for this purpose isn't allowed.	
71	Crossborder supply	Permitted, if no new agreements are concluded and in case no contractual documents are signed in Italy.	Please consider the content of article 42 of Directive 2014/65/UE

ABCD E F  KPMG / Country Information	G H I	J K	L M
Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
72	General Comment	This activity seems a reserved Investment Service (as Investment Advice or in general asset management) or a reaching of clients in Italy (this activity is forbidden).	
Pro-active contact for the promotion of model portfolios and other AM services	The IAM travels to Italy	It is forbidden.	
74	Crossborder supply	It is forbidden.	
75	General Comment	This activity is part of existing services and it is allowed. It must be paid attention to the fact that no new Investment Services may be carried out (e.g. placement is forbidden).	
Pro-active client contact due to urgent reasons which have an impact on client's assets (e.g. margin calls, delisting of stocks, stock splits)	The IAM travels to Italy	It is forbidden.	
77	Crossborder supply	It is allowed (with the potential risk that it could be interpreted as a different Investment Service e.g. Placement or Investment Advice).	
78	General Comment	This activity is not an Investment Service, however the Investment company has to be careful not to configure any "Investment Advice".	
Providing general information (e.g. information on economic and financial trends, financial research) on client's request (reverse client contact)	The IAM travels to Italy	It is allowed (with potential risks).	
80	Crossborder supply	It is allowed.	
81	General Comment	This activity is not an Investment Service, however the Investment company has to be careful not to configure any "Investment Advice".	
Providing on <u>client's request</u> information on strategic asset allocation. However, this information is general and not model portfolio specific.	The IAM travels to Italy	It is allowed (with the potential risk that it could be interpreted as investment service).	
83	Crossborder supply	It is allowed.	

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KPMG / Country Information	Italy		
Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
84	General Comment	This activity is not an Investment Service, however the Investment company has to be careful not to configure any "Investment Advice".	
Providing marketing material on model portfolio and other AM services and products on client's request (reverse client contact)	The IAM travels to Italy	It is forbidden.	
86	Crossborder supply	It is allowed (with the potential risk that it could be interpreted as Investment Advice).	
Investment Advisory to existing service rec	ipient (what are the trig	gers that make the communication/contact a "regulated" action / service?)	
88	General Comment	The Investment Advice is a reserved Investment Service in Italy.	
Assessing and registering the client's suitability profile	The IAM travels to Italy	It is forbidden.	
90	Crossborder supply	Only upon reverse solicitation.	
91 Investment advice related to the choice of	General Comment	Generally is not a forbidden activity, however it must be paid attention that this activity could be a proof (along with other proofs, e.g. contact for pure socialising) of reaching client in Italy (as promotion work) and carrying out Investment Services in Italy.	
depository banks in Switzerland, in Italy and/or domiciled in a third country	The IAM travels to Italy	It is forbidden.	
93	Crossborder supply	Only upon reverse solicitation (with potential risks).	
Investment advice with reference to specific financial products (in the field of direct investments and/or collective investment	General Comment	It is an Investment Service, in particular Investment Advice. According to the Italian Financial Law "Investment advice shall mean the provision of customised recommendations to a customer upon request or as an initiative by the service provider, regarding one or more transaction on an identified financial instrument. The recommendation shall be customised when it is presented as suitable for the customer or is based on consideration of the customer's characteristics. A recommendation shall not be customised if disclosed to the public through distribution channels."	
schemes)	The IAM travels to Italy	It is forbidden.	
96	Crossborder supply	It is allowed (upon reverse solicitation).	

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3 Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
97 Investment advice limited to investment	General Comment	Generally is not a forbidden activity, however it must be paid attention to the fact that this activity could be a proof (along with other proofs, e.g. contact for pure socialising) of reaching clients in Italy (as promotion work) and carrying out Investment Services in Italy.	
strategies and asset allocation (without reference to specific financial products)	The IAM travels to Italy	It is forbidden.	
99	Crossborder supply	It is allowed (with the potential risk that it could be interpreted as Investment Consultancy).	
100 Investment advice related to legal structuring	General Comment	It is not an Investment Advice (or another Investment Service).	
of assets / wealth (company, trust, foundation, and insurance policy structures) - including taxation and inheritance related advice	The IAM travels to Italy	It is forbidden.	
102	Crossborder supply	It is allowed as long as the advice does not relate to financial instruments or other reserved activities.	
Investment advice related to legal structuring	General Comment	It is not an Investment Advice (or another Investment Service). Please note that these products (company, trust, foundation) could be (indirectly) investment services like asset management forbidden in Italy.	
of assets / wealth (company, trust, foundation, and insurance policy structures) - excluding taxation and inheritance related advice	The IAM travels to Italy	It is forbidden.	
105	Crossborder supply	It is allowed as long as the advice does not relate to financial instruments or other reserved activities.	

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KPMG / Country Information	Italy		
Services 4	Service Approach	Comments / applicable regulation	IAM Risk Rating
Portfolio management services			
The discretionary portfolio management including "direct investment" (such as, for example, stocks, bonds) and / or investments in collective investment schemes deposited with a bank in Switzerland and / or Italian and / or in a third country.	Conoral Common	It is an investment service and the financial intermediary must be authorized so that it can provide this service in Italy.	
Please note: the licensing requirement referred to in the General Comment refers to rendering portfolio management services in Italy and/or into Italy on a cross-border way.  However, in case the service has been	The IAM travels to Italy	It is forbidden.	
requested by the service recipient/client out of his own initiative and the portfolio management only takes place outside of Italy (e.g. only in Switzerland) no license is required.	Crossborder supply	It is allowed only if the service is provided outside of Italy and pursuant to the rules of reverse solicitation.	
110	General Comment	This activity is a part of the implementation of existing Investment services and it is allowed. It must be paid attention not to carry out different Investment Services (e.g. placement is forbidden).	
Providing the client with written client's reports (e.g. performance report, account statements) based on own client reporting and/or 3rd party reports (e.g. bank reports).	The IAM travels to Italy	It is forbidden.	
112	Crossborder supply	It is allowed (with potential risks).	
113	General Comment	If this product (indirectly) represents the Portfolio Management (Investment Service) in Italy it is forbidden.	
Managing client's assets as a corporate director or foundation council	The IAM travels to Italy	It is forbidden.	
115	Crossborder supply	It is allowed only if the service is provided outside of Italy and pursuant to the rules of reverse solicitation.	

ABCD E F	G H I	J K	L M
KPMG / Country Information	Italy		
Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
116 Holding and managing as a Trustee assets	General Comment	If this product (indirectly) represents the management of investment portfolios in Italy for Italian clients – e.g. it may manage, on a discretional and individual basis, one or more financial instruments, within the scope of a mandate granted by the clients –, the foreign intermediary must obtain authorisation in order to supply the service in Italy.	
deposited with a bank in Switzerland and/or in Italy, and/or in a third country	The IAM travels to Italy	It is forbidden.	
118	Crossborder supply	It is allowed only if the service/activity is provided outside of Italy and pursuant the rules of reverse solicitation.	
Orders in the name of the client			
120	General Comment	It is an Investment Service and the Investment company must be authorized to carry out the service in Italy.	
Accepting and onwarding of orders to the depository bank (or a broker/dealer) in the name of client without previous investment advice (execution only)	The IAM travels to Italy	It is forbidden.	
122	Crossborder supply	It is allowed only if the service is provided outside of Italy and pursuant to the rules of reverse solicitation.	
123	General Comment	It is an Investment Service and the Investment company must be authorized to carry out the service in Italy.	
Accepting and onwarding of orders to the depository bank (or a broker/dealer) in the name of client with previous investment advice	The IAM travels to Italy	It is forbidden.	
125	Crossborder supply	It is allowed only if the service is provide outside of Italy and pursuant to the rules of reverse solicitation.	
126	General Comment	In case E-Banking configures an Investment Service.	
Execution of orders on the basis of a power of attorney (e.g. E-Banking)	The IAM travels to Italy	It is forbidden.	
128	Crossborder supply	It is allowed only if the service is provided outside of Italy and pursuant to the rules of reverse solicitation.	

1 KPMG / Country Information	G H I	J K	L M
Services	Service Approach	Comments / applicable regulation	IAM Risk Rating
Values (e.g. cash, securities, gold)			
130	General Comment	This activity is not an Investment Service and providing it does not breach any reserved activity. However, the limits set by Italian legislation (e.g. AML Law, Tax law and regulations of Customs Agency) could be considered.	
Safe-keeping of values	The IAM travels to Italy	In principle it is allowed as the activities do not qualify per se as "reserved activities". However, there exists a potential risk that these activities could be an indication for the provision of financial services	
132	Crossborder supply	activities in Italy.	
133	General Comment	This activity is not an Investment Service and providing it does not breach any reserved activity. The receipt and transfer of values is allowed within the limits set by Italian legislation (e.g. AML Law, Tax law and regulations of Customs Agency)	
Receipt and transfer of values	The IAM travels to Italy	In principle it is allowed as the activities do not qualify per se as "reserved activities". However, there exists a potential risk that these activities could be an indication for the provision of financial services	
135	Crossborder supply	activities in Italy.	
Other services			
137 Contingency Diagning (") (organismung")	General Comment	This activity is not an Investment Service.	
Contingency Planning ("Vorsorgeplanung")	The IAM travels to Italy	To the second of	
139	Crossborder supply  It is allowed.	It is allowed.	
140 C	General Comment	This activity is not an Investment Service.	
Succession Planning ("Nachlassplanung")	The IAM travels to Italy		
142	Crossborder supply	It is allowed.	
Other family office services (e.g. legal and	General Comment	This activity is not an Investment Service.	
tax advice)	The IAM travels to Italy		
45	Crossborder supply	It is allowed assuming that is not focused on financial instruments.	

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1	KPMG / Country Information	ltaly			
3	Services	Service Approach	Comments / applicable regulation		IAM Risk Rating
4	Appendix				
	The following modifications have been made for Italy:				
	No country specific amendments as of 2020.				
14	6				
	IMPORTANT NOTICE: DISCLAIMER				

The information presented in this document relates to the provision of cross border services and is provided in accordance with the terms of an agreement between KPMG AG and SAAM. It is of a general nature only and not intended to provide a complete or conclusive overview of all relevant aspects, nor does it address the specific circumstances of any particular individual or legal entity. The information should not be used or passed on without appropriate professional advice and a thorough examination of the particular situation. KPMG AG is not under any obligation to update the information and accepts no liability in respect of the information (unless otherwise agreed in writing towards anyone except SAAM).

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