

**FINANCE COMPANIES ACT**  
**(CHAPTER 89)**  
**FINANCE COMPANIES (ADVERTISEMENTS)**  
**REGULATIONS**

**S 164/73**

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**SUBSIDIARY LEGISLATION**

**Regulations under section 42**

**FINANCE COMPANIES (ADVERTISEMENTS)  
REGULATIONS**

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## SUBSIDIARY LEGISLATION

## Regulations under section 42

FINANCE COMPANIES (ADVERTISEMENTS)  
REGULATIONS

*Commencement: 1st August 1973*

**Citation.**

1. These Regulations may be cited as the Finance Companies (Advertisements) Regulations.

**Interpretation.**

2. In these Regulations —

“advertisement” means any notification or intimation of financing business —

(a) published in any newspaper, journal or magazine or in the form of a brochure or in any other form;

(b) displayed on any hoarding, boarding, roof wall, paling, fence, frame, signboard, plate, cloth, bar, pillar, post, wire, casting or other erection or contrivance; or

(c) conveyed by means of films within the meaning of the Censorship of Films and Public Entertainments Act (Chapter 69);

“existing advertisement” means any advertisement which is in existence on the date of the coming into operation of these Regulations;

“Minister” means the Minister responsible for finance.

**Permit obtained from Minister.**

3. (1) No advertisement shall be made without previously obtaining a permit in writing from the Minister.

(2) An applicant for a permit shall —

(a) make an application in such form as the Minister may require; and

(b) supply such particulars of the advertisement in respect of which a permit is sought and in such form as the Minister may require.

(3) The Minister may, in his discretion, grant a permit for an advertisement, with or without attaching any condition or conditions thereto.

[Subsidiary]

(4) The fee payable for a permit under this regulation shall be \$100.

**Restriction of document issued.**

4. No permit for advertisement as provided in regulation 3 shall be issued for any business other than financing business as defined in the Act.

**Permit number.**

5. Any advertisement made by a licensed finance company shall include the advertisement permit number.

**Restriction of the content of the advertisement.**

6. No advertisement shall contain anything which suggests or is calculated to suggest —

(a) the patronage of His Majesty the Sultan and Yang Di-Pertuan or of the members of His Majesty's family;

(b) any connection with any Government department, statutory body or public building or place;

(c) any attribute to which the finance company cannot genuinely lay proper claim.

