ANALYSIS FACTSHEET

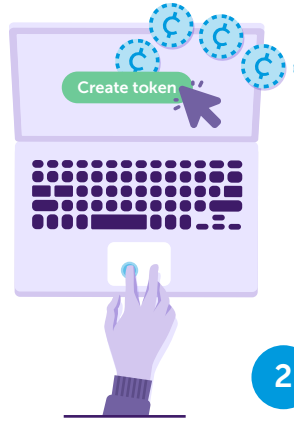
AFM highlights the requirements for offering crypto-assets to the public

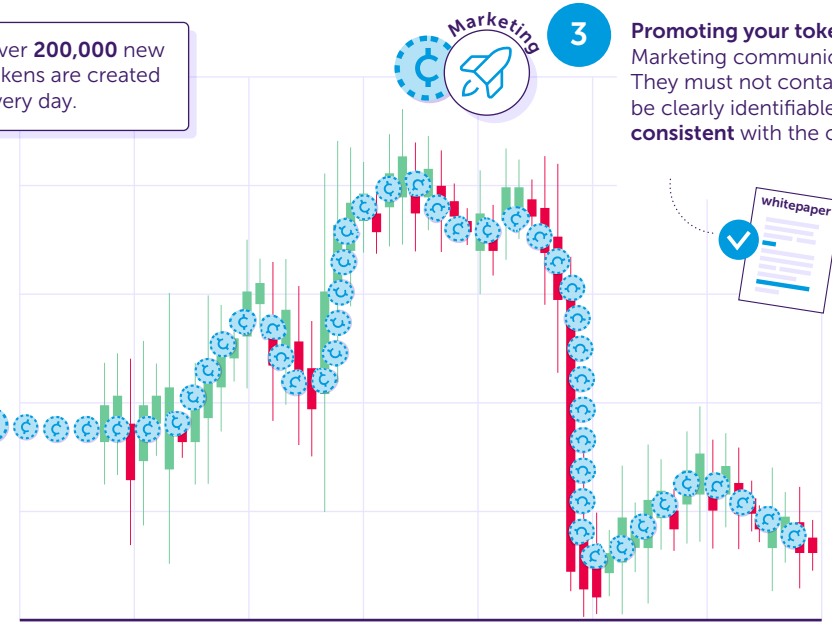
In short - Creating crypto-assets can now be done easily and quickly. However, this does not mean these assets may be offered to the public without complying with the requirements under MiCAR. The AFM observes that many crypto-assets, including memecoins, are being offered to the public without meeting MiCAR requirements. The AFM reminds persons who create and offer crypto-assets of these requirements and warns consumers to exercise caution. Promises surrounding crypto-assets may be misleading. Check carefully what is being promised, consider the risks involved and ensure that you fully understand them.

1

Over **200,000** new tokens are created every day.

A token created in just a few clicks? Only a legal person, such as a company, is allowed to offer crypto-assets to the public. Private individuals are **prohibited** from doing so.





3

Promoting your token through a website or social media? Marketing communications are subject to requirements too. They must not contain incorrect or misleading information, must be clearly identifiable as marketing communications and must be **consistent** with the crypto-asset white paper.

2

Created a token? Make sure you meet the white paper requirements.
In many cases, a **crypto-asset white paper** must be drawn up, notified and published before crypto-assets can be offered to the public. It should contain key information about the project, the crypto-asset, the offer, the rights attached to the crypto-asset and the associated risks.



4

WARNING
for consumers

Do not be misled.
Carefully consider the promises made about the crypto-asset and check whether they are reflected in the crypto-asset white paper.

Know what you're buying. !

- ☐ Is it clear who is offering the crypto-asset?
- ☐ Is a crypto-asset white paper available
- ☐ Is the information clear and not misleading?

If something sounds too good to be true, it often is.

AFM