

## ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

June 30, 2020

Ms. Marilis Cepeda  
Fidelity Distributors Company LLC  
900 Salem Street  
Smithfield RI 02917

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1. Behavioral Finance Presentation - SH (#657679.19.0)

Rule: FIN 2210

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Dear Ms. Cepeda,

The content of this material generally appears consistent with applicable standards. However, please note that our opinion applies only to the material submitted. We offer no comment on the presentation as actually delivered (i.e., the oral presentation). It is your responsibility to ensure that whenever this presentation is given it is fair, balanced, and consistent with all applicable advertising standards.

Please feel free to call me at 240-386-4500 if you have questions about the comment above.

Reviewed by,

Thomas G. Dineen, III  
Associate Principal Analyst

tgd

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Financial Industry Regulatory Authority

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