

ADVERTISING REGULATION DEPARTMENT REVIEW LETTER

June 30, 2020

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

Reference: **FR2020-0617-0035/B**

Org Id: 17507

1. Behavioral Finance Presentation - SH (#657679.19.0)

Rule: FIN 2210

23 Pages

Total Fee: \$255

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

Please send any communications related to filing reviews to this Department through the Advertising Regulation Electronic Filing (AREF) system or by facsimile or hard copy mail service. We request that you do not send documents or other communications via email.



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