

18 October 2018

[personal information]

Dear [personal information]

**YOUR OFFICIAL INFORMATION ACT 1982 (OIA) REQUEST**

We refer to your email sent to the Financial Markets Authority (FMA) on 6 October 2018, in which you requested the following information:

*I would like to request under the terms of the Official Information Act the cost of the FMA's social media campaign with [personal information] and any other bloggers or social media influencers.*

The FMA spent \$4,000 with an external agency for researching, selecting, securing and sponsoring two influencers (one being [personal information]) plus small boosts for their posts.

This activity was to promote World Investor Week and in support of the FMA's investor capability strategy which is one of the FMA's seven strategic priorities.

If you have any further questions in relation to this, please contact [personal information] in the first instance.

Yours sincerely

[personal information]