

Date: 2 March 2026

To: ADGM Licensed Retail Businesses

REGISTRATION AUTHORITY CIRCULAR NO. (2) OF 2026 – Consumer Protection and Market Stability

The Registration Authority of ADGM's mandate includes regulating licensed non-financial businesses, upholding consumer protection standards and promoting fair and responsible commercial practices within its jurisdiction.

In light of current regional and international developments, the Registration Authority reminds all retail licensed businesses in ADGM to adhere to the following (where applicable):

- **Fair pricing practices:** ensure that the pricing of goods and services remains fair, transparent, and not misleading. Any price adjustments must be justifiable, documented, and compliant with applicable ADGM laws and regulations.
- **Provision of essentials:** make arrangements to continue to provide essential commodities, particularly food items, in sufficient quantities to meet market demand.
- **Market stability:** refrain from selling goods in unusual quantities for the purpose of hoarding or resale intended to disrupt market balance. Sales must remain in reasonable quantities that meet consumer needs.
- **Fair Competition:** avoid any conduct that may impair legitimate competition or constitute unfair or improper market behavior within the scope of licensed activities in ADGM.
- **Regulatory Cooperation:** ensure full cooperation with the Registration Authority's inspection and monitoring teams.

The Registration Authority will continue to monitor the conduct and compliance of licensed establishments within its jurisdiction and may take appropriate regulatory or enforcement action in accordance with applicable ADGM laws and regulations in the event of non-compliance.

The Registration Authority remains committed to maintaining a transparent, fair, and well-regulated business environment that supports consumer confidence and the integrity of commercial activities within ADGM.

Faithfully,

 **ADGM**
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Registration Authority

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سلطة التسجيل