

## Guidelines on the optional display of a price in euro

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## 1. Objective

Legal Notice 283 of 2002 under the Consumer Affairs Act (Price Indication Regulations), provides for the display of goods to be made in Maltese liri (Lm). However situations may arise where a trader may voluntarily opt to display prices in euro.

The purpose of these guidelines is to outline **how a trader is to display prices of goods and/or services should he/she opt to translate prices in Maltese liri into euro**. The guidelines serve to suggest a best practice to ensure transparency on euro pricing in trading.

## 2. Applicability

- 2.1 These guidelines are intended for those traders **who may opt** to indicate prices on the goods and/or services they provide in euro apart from the Maltese lira before a compulsory dual pricing period comes into effect.
- 2.2 Unless an official public statement is made, traders are **not obliged** to display the price of their goods and/or service in euro alongside the Maltese lira equivalent. Any display of prices in euro can be made for information purposes only.
- 2.3 These guidelines **do not** apply to those goods and/or services that are imported and that are already marked in euro by the overseas manufacturer or exporter.

## 3. Principle(s)

- 3.1 The guiding principle of these guidelines is **to ensure transparency** in trading of goods and / or services in cases where a trader opts to display pricing in euro, apart from the Maltese lira.

## 4. Guidelines

In cases where a trader opts to display the price of a good and/or service in euro also, then:

- 4.1 The consumer is not obliged to pay in euro. Similarly a trader is not obliged to accept payment in euro at that price;
- 4.2 The display of the price in euro should not be more prominent than the price in Maltese lira;
- 4.3 The price displayed in euro should be the price of the good and/or service in Maltese lira at the central parity rate of Lm0.4293 for every euro;
- 4.4 When a trader intends to accept payment in euro and to apply an additional charge to the translated price in euro, he/she should display clearly and prominently, at the point of sale, in both Maltese and English, a notice which states:  
"Prices shown in euro have been converted from the Maltese lira price at the central parity rate of one euro = Lm0.4293 for information purposes only. Any purchase carried out in euro may be subject to an additional charge associated with the exchange of the euro currency into the Maltese lira".
- 4.5 Such a charge is also to be clearly and prominently displayed at the point of sale.