“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” Jeff Bezos
Agenda

eToro's story
Meet the brand
Brand values
Brand messages
Platform pride
eToro's Story
MOST PEOPLE CAN’T FIND THEIR WAY WHEN IT COMES TO INVESTING IN THE FINANCIAL MARKETS
MOST PEOPLE DON’T HAVE

EASY ACCESS

TO MARKET INFORMATION

& EXPERT TRADERS
NEEDLESS TO SAY THAT MOST PEOPLE FIND TRADING PLATFORMS TO BE OVERWHELMING & COMPLEX
MOST OF ALL, TRADING IS CONSIDERED A LONELY EXPERIENCE

WHY SHOULD IT BE THIS WAY?
OPENING THE GLOBAL MARKETS FOR EVERYONE TO TRADE IN A SIMPLE, ENGAGING & TRANSPARENT WAY
OUR MISSION
BUILDING THE WORLD’S LARGEST SOCIAL INVESTMENT NETWORK
ONE UNITED COMMUNITY, SHARING AND COPYING EACH OTHER’S INVESTMENTS IN A FULLY TRANSPARENT & ENGAGING WAY

Find the right investor for you
Copy their investments
Set the amount & watch them trade

<table>
<thead>
<tr>
<th>User</th>
<th>Copiers</th>
<th>Weekly Drawdown</th>
<th>Daily Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>caraj51</td>
<td>10,620</td>
<td>24.1%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Anas Sleiman</td>
<td>8,730</td>
<td>18.5%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Delios</td>
<td>8,017</td>
<td>53.5%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Maisolo</td>
<td>6,372</td>
<td>3.3%</td>
<td>2.4%</td>
</tr>
<tr>
<td>roby26</td>
<td>3,323</td>
<td>26.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Gerdollarm</td>
<td>2,848</td>
<td>38.5%</td>
<td>5.4%</td>
</tr>
</tbody>
</table>

People Search Results

Find the right investor for you
Copy their investments
Set the amount & watch them trade

Copy AnasSleiman

Use virtual money | Have a Gift Card?

Amount: $704.55 + 10.0% of balance
Your projected average trade size: $11.11

Copy all open trades
Write few words on your new investment (optional)

Share on Facebook, Twitter, Google+

Copy Trader
WITH OVER 3M REGISTERED USERS FROM OVER 200 COUNTRIES, eToro IS THE WORLD’S LEADING SOCIAL INVESTMENT NETWORK
Meet the brand
GENERAL BRANDING
MESSAGE

We invite everyone to become an eToro partner, whether you are an individual or a company.

As an eToro partner you are an important extension of our brand.

You should **always** represent our brand aligned with eToro's brand & messaging guidelines.
Brand values
Openness & Transparency
etoro is an open and transparent investment network. Trading and user engagement actions are transparent and available to everyone in the network.

Investment diversification
Number 1 rule in smart investing: diversify, diversify, diversify. You can't get more diversity than by building a people-based portfolio.

Wisdom of the crowd
Benefit from a wealth of expertise and information based on people's actual trading performance and shared opinions.
Use the wisdom of the crowd to make smarter investment decisions.
...MORE VALUES

All people (users) are equal All the financial information in the community is equally accessible to all members of the network.

Empowering people Giving people the tools to achieve financial success. We want our users to profit and share their success with others.

All for one and one for all :

All for One - Every person is part of the collective wisdom. People use it to invest by finding other people they can copy. People are embraced by a community of people that share their knowledge and expertise.

One for All - Every social top trader is a tribe leader and provides a guiding hand to assist his/her tribe members in achieving financial success.
Brand messages
# REGULATION CHECKLIST

This checklist provides clear guidance to ensure promotions/sites selling eToro are compliant with FCA regulation. **YES to ALL** ensures you comply and are good to go.

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the financial promotion clear, fair and not misleading?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Guidance: If the financial promotion:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Is an appropriate risk warning present on the screen? (N.B must include capital at risk as a minimum)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2. If yes, is the risk warning clearly presented and easy to read, with equal prominence to any upside information?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3. Is a balanced view given overall?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4. Is the information presented in a clear and easy to read way?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>5. Is any data or information given adequately sourced?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>6. If information is shared from a third party / external source, is the producer of the information a reliable and robust source?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>7. Is the financial promotion free from advice and/or any form of personal recommendation?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>8. Where past performance information (of users) is presented [does it cover at least 12 months] and are adequate risk warnings given [past performance is not an indication?]</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>9. Is the information presented factually accurate and can be demonstrated?</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
MESSAGES WE LIKE

At eToro, the world's leading social investment network, you can tap into the wisdom of the crowds to help you make smarter investment decisions.

Harness the wisdom of the crowd to make smarter investment decisions.

Connect with over 3 million users from over 200 countries and join the social trading revolution.

Build your people based portfolio to diversify your investments.

See, Follow and Copy the best performing traders in the network.

Earn recognition as an eToro Ambassador. Use your talents as a trader, blogger or communicator to earn rewards.

Bring a friend and get $100. Your friend gets $50.
You don't need to be an expert to invest like a top performer.

Copy on the go the trades of the top performing users in our network.

Copy trading delivers more profitable results than manual trading.

Access the financial markets anytime, anywhere via Web and Mobile. Experience social trading on the go.

Let your money work for you by copying the best performing traders.

Between 80 - 90% of copied trades are profitable.

Make your first social investment on us, with a free $20 stock gift card.

Copy other people's success...STILL LIKE
MESSAGES TO AVOID

False promises
Easy money
Income promises
Make money
Quitting of jobs or schools

Use instead: Take advantage of investment opportunities / grow your investments / increase your investment options / benefit from alternative investment possibilities / invest together, invest the social way
IN PEOPLE WE TRUST

No fictive people testimonials (written or video)

We're the real deal - all our users are real and have an OpenBook profile.

- Use real eToro users when promoting eToro
- Use people diversity relevant to your region
- Use real eToro data (widgets, stats connected to a real profile, testimonials, videos and images etc.)
- We allow use of presenters to promote the service, but not for testimonial purposes (unless they have a real eToro account)
IT’S ALL ABOUT BALANCE

We need to provide balanced communication in ALL our promotional materials.
Risk has to be equally presented when advertising benefits.

We must be VERY careful not to provide investment advice - or what could be perceived as investment advice. We can give general information about the market and our network.
We cannot consider anyone's specific circumstances and cannot endorse any Popular investor’s specific action/s and cannot give investment advice. If we endorse Popular Investors it is only with a proper disclaimer - Past performance is not an indication of future results. This content is for information and educational purposes only and should not be considered investment advice nor portfolio management.
A VISUAL IS A THOUSAND WORDS

Do not use money images = make money promise

Use only the latest eToro brand elements and marketing materials. Make sure you use only the proper eToro logo.

All partner created materials using the eToro name/brand and/or branded elements need to follow eToro brand guidelines and receive pre-approval.
DON’T USE THE ‘F’ WORD

Forex: If eToro is being advertised on a forex website, it should clearly state that eToro is a Social Investment Network and not Forex.

DO NOT place eToro on any Forex ranking, Forex review or Forex comparison lists and websites promoting: Top Forex Broker / Popular Brokers / Broker Reviews / Compare Brokers

Example of a Do Not listing: http://www.forexrealm.com/brokers-reviews/

Create a "Social Trading" or Social Investing or Copy Trading section on your site to promote and compare the benefits of social trading:

• Connect to traders and investors and copy their trades
• Tap into the wisdom of the crowd to make smarter investment decisions
• See, Follow and automatically Copy top traders
DON'T USE BONUS / EXPERT / GURU

**Bonus**: Don't use the word bonus. Use instead **eToro credits**

proper use case: Get a Stock Gift Card with $20 eToro credits

**Experts**: Don't use the word expert to describe top traders. Use instead: **top performers, top traders, best performers**

(please make sure to follow as it is a regulatory requirement)

**Gurus**: Don't use the word Guru to describe top traders. Use instead: **top performers, top traders, best performers**

(we are discontinuing the expression Guru - please make sure to comply)
DON’T USE ‘OWN’ AND ‘BUY’

When promoting Social Stocks DO NOT use the expression "Own" or “Buy”

Since we offer Stocks as CFDs using the expression "Own" and “Buy” is misleading since a Stock CFD doesn't give a user ownership rights.

Instead use: Invest in Stocks / Social Stocks
DON’T USE eToro URLs

When assigning an URL to promote eToro's services make sure not to include eToro in your main URL/domain name.

Example:

- www.etoro-news.com
- www.mysite.com/etoro-trading
- www.mysite.com/social-trading

Any URL with eToro included is a copyright violation!
DON’T ACT AS AN eToro REPRESENTATIVE

When promoting eToro, don't present yourself as an official representative of eToro in any way.

**Social Media:** On your LinkedIn, Facebook, Twitter or any social media profile, don't list your position as an eToro employee or representative.

**Printed Media:** Don't use any of our logos in any business cards or flyers.
EXPRESSING OUR BRAND

Do not use the expression "OpenBook" stand-alone in promotional copy. It must always be "eToro OpenBook".

Do not use "eToro Social Network". It must always be "eToro Social Investment Network".
ADDING RISK DISCLAIMER (1)

As an extension of the eToro brand, any partner promoting the services of eToro must be aligned with our regulatory commitments.

As such any materials promoting the service of eToro need to display the below displayed disclaimers.

This disclaimer should be be added above the fold:

Past performance is not an indication of future results. Also, leveraged products can carry a high degree of risk. eToro offers protective measures to manage risk effectively, but in rare occasions it is possible to lose more money than invested. This content is for information and educational purposes only and should not be considered investment advice nor portfolio management.
ADDING RISK DISCLAIMER (2)

Performance Disclaimer

Whenever user data is presented displaying percentages of gain, the following disclaimer **MUST** be added below the chart/widget or image.

**In addition:** Images of users/rankings/performance MUST always display at least a **12-month** period

**Past performance is no guarantee for future results.**
ALL DATA IS REAL

Whenever displaying data and numbers to promote eToro, please make sure ALL data is **true and verified**.

Make sure to add the **source** of your information next to the graphic/chart or add an asterix to text passages with the respective source in the footnote.
Please use ONLY the following colors when creating materials to promote the eToro Brand.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>Panton</th>
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</thead>
<tbody>
<tr>
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<td>#4E525F</td>
<td>7540 C</td>
</tr>
</tbody>
</table>
WE’RE HERE TO HELP YOU

If you want to promote eToro with a message that has not been mentioned in the previous slides, please contact us first.
Platform pride
NO ONE DOES IT BETTER

eToro OpenBook: the world's largest social investment network
Simple, clean and engaging UI.
4 consecutive wins of Finovate Best of Show Award
EXECUTE TRADERS EASILY

Professional trading platform meets engaging UI for an optimal online investing experience.
TRADE ON THE GO...

Connect with eToro's social investment network and trade anytime, anywhere on your iPhone, iPad or Android.
Thank You