

INVESTING IN CRYPTOCURRENCIES

Master Investor Show 2018

ABOUT ETORO



2007 Founded

9M Users

140 Countries

500+ Employees

1,500+ Instruments

9 Cryptos

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CRYPTOCURRENCIES WE OFFER

eToro



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WHAT DOES THE AVERAGE PERSON

- We surveyed 2,000 adults across the UK and here are the results...

Which of the following financial terms are you aware of?



Do you think government should regulate cryptocurrencies?

(not shown to everyone)



*Answers from people who had heard of a crypto term



Have you ever bought cryptocurrencies?

(not shown to everyone)



WHO ARE THE INVESTORS



How Investors changed in 2017



Q1

Shoreditch Crowd / Techies

- Ages 18 - 35
- Young, single, homesharers
- Interested in IT and tech
- Urban locations

Q2

Increase in early adopters

- Ages 23-37
- Homeshares
- Tech enthusiasts
- Finance switchers

Q3

Tech Investors

- Ages 30-45
- Established investors
- Appetite for risk
- Use mobile banking apps

Q4

Mainstream Investors

- Ages 30-45
- Living in detached homes or flats
- High disposable income
- Increase of commuter belt audience



Average eToro Crypto User

- 88% male, average age 36, work in IT services, finance, sales/marketing
- 12% female, average age 38, work in finance, sales/marketing

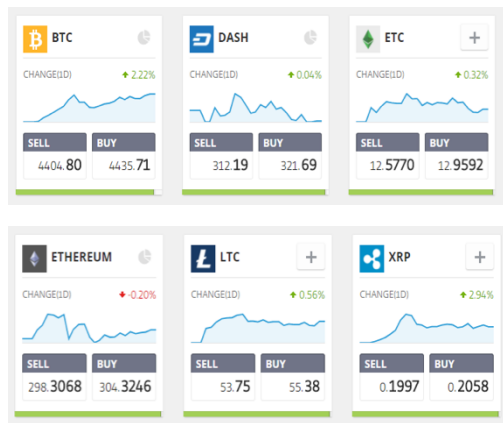


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HOW TO INVEST?

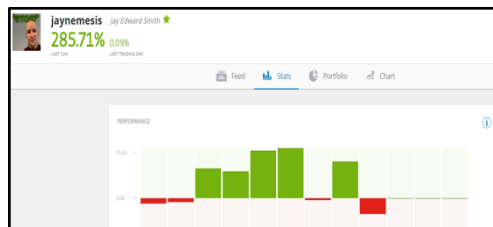


Manual



Actual

Copy

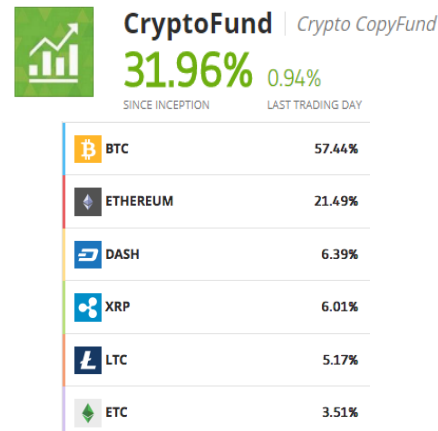


Bloomberg

**This Trader Made 295% on
Cryptocurrency Derivatives**

CFD

Portfolio



CFD

Increased Diversification

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WHAT ARE THEY BUYING



Q2 2017

Top Keywords Searched

List of top keywords the selected users searched compared to all Yahoo Searchers.

Frequent Relevant Matched

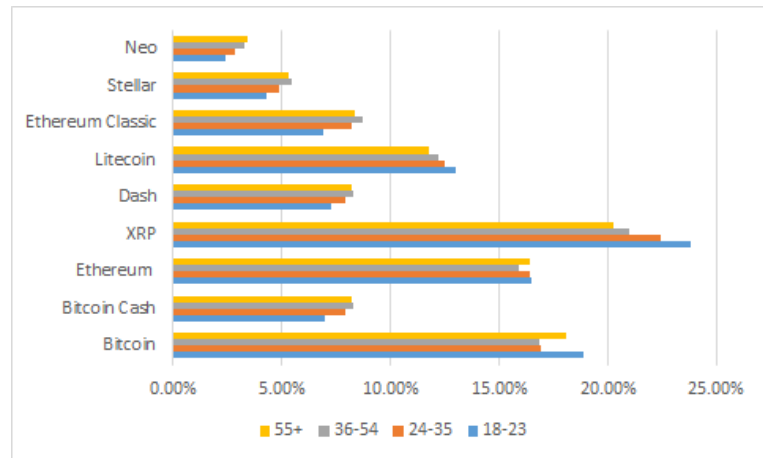
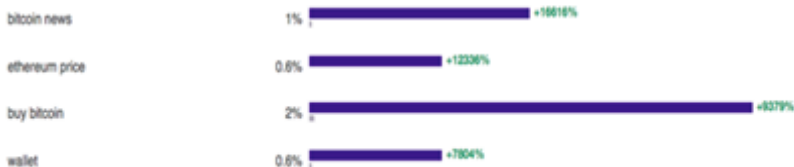


Q4 2017

Top Keywords Searched

List of top keywords the selected users searched compared to all Yahoo Searchers.

Frequent Relevant Matched



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WILL PRICES CONTINUE TO RISE?

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2015

58%

2016

135%

2017

1318%

2018

?%

*Approximate returns each calendar year for Bitcoin

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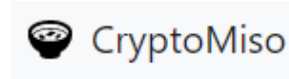
RESOURCES FOR INVESTORS



Magazines & Blogs



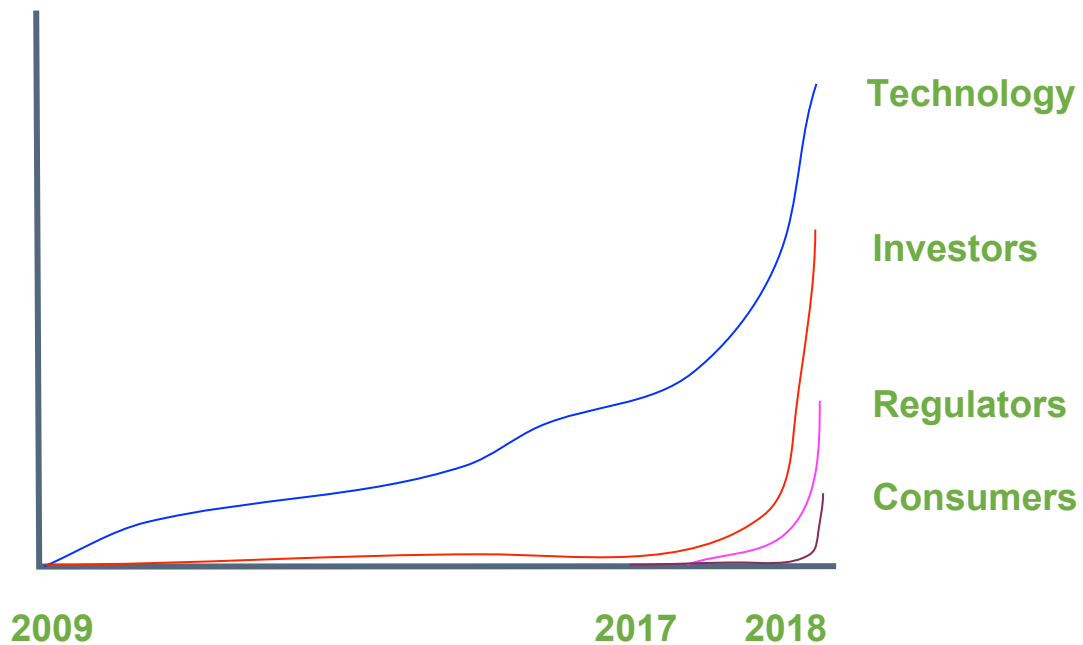
Price Trackers



Medium



ECOSYSTEMS TAKE TIME



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COME TALK TO ME

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All trading involves risk. Only risk capital you are prepared to lose.
Past performance is not an indication of future results.

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