



# THE WORLD'S LEADING SOCIAL TRADING NETWORK

Master Investor Show

March 2017

# OUR VISION

Opening The Global Markets For Everyone to Trade  
and Invest in a Simple and Transparent Way



# OUR MISSION

Building The World's Leading Social Trading Network



# LEADING A NEW CATEGORY – SOCIAL TRADING



“The next generation of retail and social trading platforms offer effective means for individuals to share or sell their investment expertise, directly competing with traditional investment managers”



## Dr. Roubini, world class economonist, envisions Social Investing and Trading to expand over Wealth and Asset Management

**roubini**  
THOUGHTLAB

### Wealth and Asset Management 2021:

*Preparing for Transformative Change*

White Paper



(Dr. Nouriel Roubini, 2016)

*"By 2021, 37% of respondents expect to be using social investing and trading platforms, where members can track – and automatically follow – the portfolios of others."*

# eToro Today

**6M**

Registered  
Users

**140**

Countries

**215M**

Trades  
Opened

**350**

Employees in  
London, Moscow,  
Shanghai, Tel Aviv &  
Cyprus

**\$62M**

Raised  
Capital

# GEOGRAPHICAL EXPANSION



## FINANCIAL PARTNERS

CommerzVentures 

PING AN

 СБЕРБАНК  
Всегда рядом

# THE NEW ETORO

# The New eToro

**All in one** – Trade Multi-assets and copy other traders in one application

**Redesigned** from the ground up with simplicity in mind

**Speed** – The fastest app we have ever made

**Real time trading** – Offering a variety of asset classes

**CopyTrader 2.0** – New discovery and stats with new risk score inside

**Personalization** – Make it yours by subscribing to people and markets

**Cross device** – Responsive HTML5 application, offering unified holistic experience across all devices



# POPULAR INVESTOR PROGRAM

A tiered approach to traders being copied from Cadet to Elite.

Each tier requires an increase in the amount of copiers and AUM.

Some investors can earn up to a 2% of their annual AUM paid out monthly.

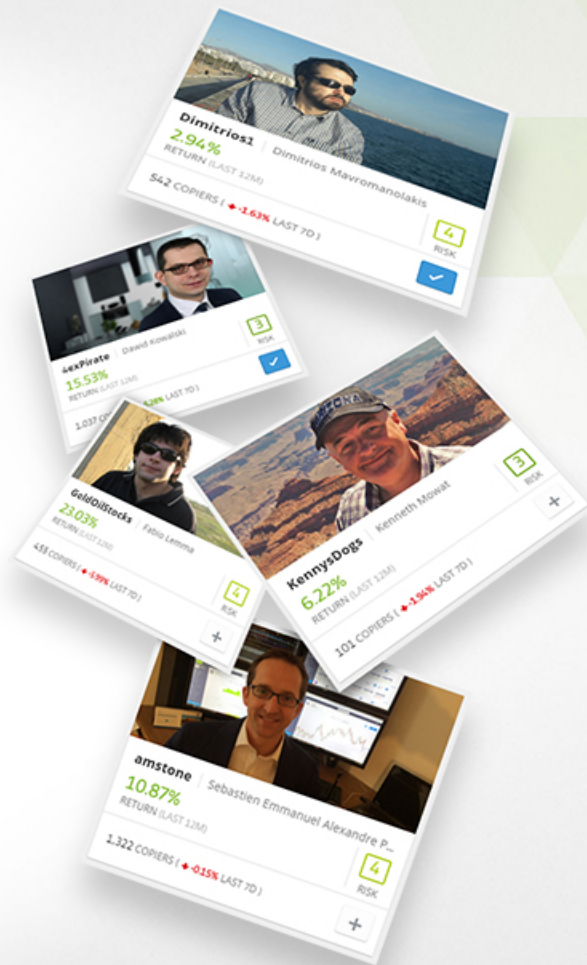
We've also launched eToro Popular Investor Dashboard.

Just like the hosts dashboard on Airbnb.















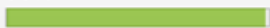



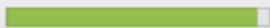










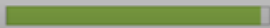
Just like the driver dashboard on Uber.

Our dashboard enables our Popular Investors to grow their financial business, by providing them with statistics about their ongoing performance.

**62%** of our Popular Investors were **profitable** in 2016





MARKETS		CHANGE 1M ▴▾		SELL		BUY		SENTIMENT
 <b>GOOG</b> Alphabet		<b>0.78%</b> (6.38)		<b>S</b>	829.27	<b>B</b>	829.63	99% BUYING 
 <b>UK100</b>		<b>0.52%</b> (37.97)		<b>S</b>	7311.30	<b>B</b>	7312.30	68% SELLING 
 <b>BTC</b>		<b>-1.17%</b> (-9.90)		<b>S</b>	1028.89	<b>B</b>	1032.65	93% BUYING 
 <b>FB</b> Facebook		<b>2.99%</b> (4.05)		<b>S</b>	139.54	<b>B</b>	139.63	99% BUYING 
 <b>AAPL</b> Apple		<b>3.23%</b> (4.43)		<b>S</b>	141.47	<b>B</b>	141.56	96% BUYING 
 <b>NSDQ100</b>		<b>0.52%</b> (27.90)		<b>S</b>	5359.50	<b>B</b>	5362.50	67% SELLING 
 <b>GOLD</b>		<b>-0.06%</b> (-0.79)		<b>S</b>	1247.21	<b>B</b>	1247.66	77% BUYING 
 <b>ETHEREUM</b>		<b>0.60%</b> (7.38)		<b>S</b>	42.1111	<b>B</b>	43.1111	97% BUYING 

# Watchlist

\$3,579.37  
AVAILABLE



\$206,147.65  
TOTAL ALLOCATED



\$21,851.48  
PROFIT



\$229,578.50  
EQUITY



Massimiliano De Falco @Jarodd76 commented on a post



@frk962

@Jarodd76 salve. per iniziare la copio con una piccola cifra di 250usd ma non vedo movimenti questa settimana. È poco?

@Jarodd76 prejudice. I copy it to start with a small amount of 250usd but I see movement this week. It's little?

translated by Google

39 minutes ago from Italy

Like | Comment | Share



Show 1 more comments



TORRO30400 The power of finance econte so the small trades ?

9 minutes ago from France

Like

# News Feed

+\$19,875.71 (9.64%)  
**\$229,602.73**



CHANGE  
TODAY

(-0.11%)  
**-\$245.43**



MY WATCHLIST ▾



**GOOG**  
Alphabet

829.27

829.63



**UK100**

7315.30








7316.30



**BTC**

1029.27

1032.65

MARKET (70)		UNITS	AVG. OPEN	INVESTED	P/L(\$)	P/L(%)	VALUE	SELL		BUY	
	NFLX	36.09	55.43	\$2,000.00	\$3,146.03	157.30%	\$5,146.03	S	142.60	B	142.72
	Netflix, Inc.	BUYING									
	NestorArmstrong.			\$500.00	\$58.49	11.70%	\$344.51				
	Nestor Antonio Arm..										
	MSFT	51.87	33.73	\$1,750.00	\$1,622.91	92.74%	\$3,372.91	S	65.02	B	65.11
	Microsoft	BUYING									
	Minumero11			\$500.00	-\$4.87	-0.97%	\$435.55				
	Jesus Dominguez										
	MemoBeltran			\$2,000.00	\$131.00	6.55%	\$2,125.75				
	Leyva Guillermo Be...										
	MCD	30.50	112.42	\$1,402.00	\$508.51	36.27%	\$1,910.51	S	129.09	B	129.18
	McDonalds	BUYING									
	MarianoPardo			\$1,000.00	\$37.85	3.79%	\$1,035.89				
	Mariano Pardo										

# My Portfolio

ETFs



Stocks



Indices



Commodities



Currencies



ADVANCED  
SEARCH



in the ETF market?

57 (-6.92%)



Ether now available for trading!

**ETHEREUM** | Ethereum  
**42.1006** -1.4357 (-3.30%)



Snapchat volatility continues

**SNAP** | Snapchat Inc  
**21.78** 1.95 (9.83%)



Indices

[VIEW ALL](#)



China50



CHANGE(1D) ↓ -0.57%



SPX500



CHANGE(1D) ↑ 0.10%



AUS200



CHANGE(1D) ↓ -0.10%



JPN225



CHANGE(1D) ↓ -2.03%



Trade Markets



**SNAP** | *Snapchat Inc*

**21.78** 1.95 (9.83%)

PRICES BY XIGNITE, IN USD | MARKET CLOSED



Trade



Feed



Chart



Research

TOP ▼



@monirabraham

Hi etorians i want to ask about credits.bonus.....

1. When i invite someone to etoro . I get 100\$ i can directly withdraw it?,,,,
2. The person who signed up from my link . Will get a bonus .credits. he can whithdraw it dirstcly?

\$GOLD \$NZDUSD \$NSDQ100 \$GER30 \$FB (Facebook) \$TWTR (Twitter)  
\$SNAP ... Show More

about 2 hours ago from Tunisia

Like | Comment | Share

## Snapchat Inc

Snapchat is an image messaging and multimedia mobile application created by 3 former students at Stanford University, and developed by Snap Inc., originally Snapchat Inc. One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible. ... [Show More](#)

New York Tech

Technology

# Market News Feed



Hiphilosophy, Kastikit liked this

SELL

BUY



BUY SNAP

**21.85** 2.02 (10.19%)

PRICES BY XIGNITE, IN USD | MARKET CLOSED

SET RATE

AT MARKET



RATE

AMOUNT



\$2,000.00



100 UNITS | 0.87% OF EQUITY

**-\$1,000.00**  
STOP LOSSX1  
LEVERAGE**\$1,000.00**  
TAKE PROFIT

REVIEW OR EDIT THE TRADE PARAMETERS

NOTE: YOUR TRADE WILL BE EXECUTED ONCE THE MARKET OPENS

# Open Trade

Set Order

## Snapchat Inc

Snapchat is an image messaging and multimedia mobile application created by former students at Stanford University, and developed by Snap Inc., originally Snapchatchat. One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible. ... [Show More](#)

New York Tech

Technology





nius

4

RISK



**MarianoPardo** | Mariano Pardo

31.34%

RETURN (LAST 12M)

4

RISK



927 COPIERS ( ▲ 12.77% LAST 7D )



**4exPirate** | Dawid Kowalski

10.28%

RETURN (LAST 12M)

3

RISK



1,257 COPIERS ( ▲ 2.36% LAST 7D )



**LiamDavies** | Liam Alexander Davie

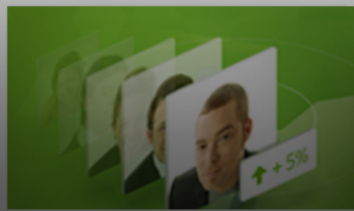
120.77%

RETURN (LAST 12M)

266 COPIERS ( ▲ 91.37% LAST 7D )

## Top Investors

[VIEW ALL](#)



**GoldenEight**  
Dai-Viet HUYNH

7.98%

RETURN

3

RISK



**Auenwald**  
Robin Fritsch

19.04%

RETURN

3

RISK



**InvestusMaximus**  
Mark Eden

8.68%

RETURN

3

RISK

Copy People



MarianoPardo | Mariano Pardo ★

31.34% 0.08%

LAST 12M

LAST TRADING DAY

+ Add Funds



Feed



Stats

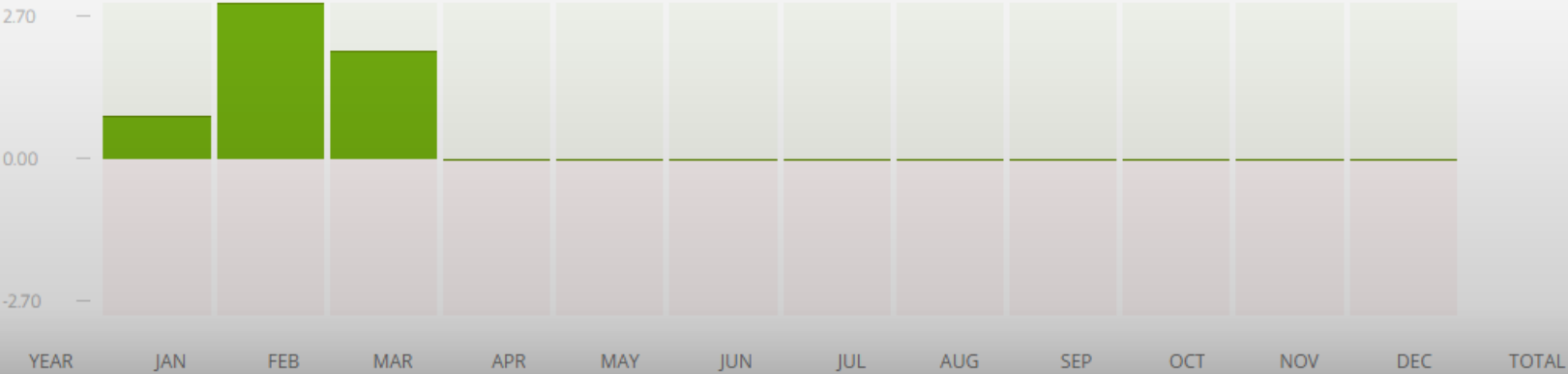


Portfolio



Chart

PERFORMANCE



User Profile



Simple-Stock Mkt

9.12% -0.08%

LAST 3M

LAST TRADING DAY

Kenneth Mowat



Copy



MarianoPardo | Mariano Pardo

9.12% 3 MONTHS RETURN

AMOUNT



\$800.00



Avg. copied trade size \$16.72

Stop copying if losses exceed: \$320.00

[Edit](#)



Copy Open Trades

Copy

COPY

Chart



SEP	OCT	NOV	DEC	TOTAL
-----	-----	-----	-----	-------

				9.10
--	--	--	--	------

146	-2.05	0.56	3.34	33.24
-----	-------	------	------	-------

daily basis at 00:00 GMT.



2588



We Invented

# CopyTrading





# COPYFUNDS™

## The Next Generation Investment Product

Our online trading platform allows the creation and distribution of thematic investment products





## Top Trader CopyFunds™

Comprising the best performing and most sustainable traders on the network



## Market CopyFunds™

Comprising specially-selected instruments such as stocks, commodities or ETFs allowing investors to track a wide array of sectors around a defined market strategy.










# How Does it Work?

1. Choose a CopyFund
2. Investment with a single click
3. Enjoy an Auto-Rebalancing investment



ALLOCATION		POURCENTAGE
	AMZN Amazon	20%
	GOOG Alphabet	20%
	TWTR Twitter	20%
	TSLA Tesla	20%
	FB Facebook	20%




# Top Trader CopyFunds

## Top Trader CopyFunds

A collection of CopyFunds that implement various methods of extracting our community's top traders.


 **GainersQtr**  
Quarterly Gainers



**7.16%**  
RETURN (LAST 12M)


**2**  
RISK


 **ActiveTraders**  
Top Active Traders



**10.17%**  
RETURN (LAST 12M)

**2**  
RISK

 **TrendingR7**  
Trending Traders Mode...





**6.12%**  
RETURN (LAST 12M)

**3**  
RISK

## Market CopyFunds

Our market-based CopyFunds are built around an idea, performance metric, or an algorithm that picks its top performing assets.


 **TheBigBanks**  
Big Banks



**33.52%**  
RETURN (LAST 12M)


**5**  
RISK


 **BigTech**  
Big Tech Companies



**17.56%**  
RETURN (LAST 12M)

**5**  
RISK


 **InTheGame**  
Gaming Industry



**17.10%**  
RETURN (LAST 12M)

**5**  
RISK

# Discovery

**GainersQtr** | Quarterly Gainers **8.80%** 0.33% ↓

SINCE INCEPTION

LAST TRADING DAY

**Add Funds**

Feed



Stats



Portfolio



Chart

NEWS ▼

**Suresh Babu Kakarlaprabhakaran@kakarla2008**

\$GER30 what next

21 minutes ago from United Arab Emirates

Like

Comment

Share

**McKebab** Lets wait and seeeee

16 minutes ago from Belgium



1

Like

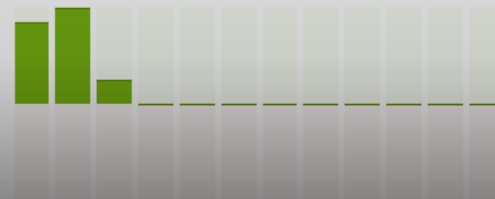
## Quarterly Gainers

 United Kingdom

3

RISK

Quarterly Gainers is a portfolio comprised of copying various users on the eToro Trading Platform that are selected by a system algorithm from our database. The algorithmic score will determine the top ... [Show More](#)

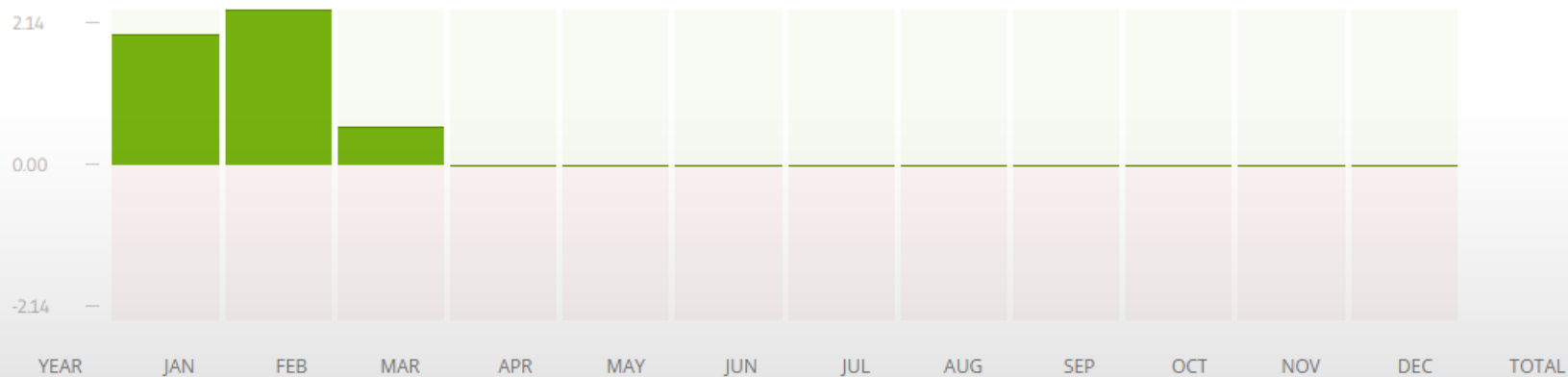


This Year's Performance. Risk Score Considers Last 7D.

# CopyFund Feed



## PERFORMANCE




2017	1.81	2.14	0.54										4.55
2016	0.29*	0.20*	7.53*	1.45	0.31	2.08	0.40	0.35	0.74	-1.36	-0.87	0.94	12.44*
2015	3.35*	1.85*	-0.43*	1.66*	-0.39*	-0.30*	2.80*	-4.91*	-2.58*	9.54*	2.05*	1.69*	14.54*



Past performance is not indicative of future results. \*Back-tested results

# Stats



**GainersQtr** | Quarterly Gainers 

**8.80%** 0.33% 

SINCE INCEPTION LAST TRADING DAY



Add Funds



Feed



Stats



Portfolio



Chart

Portfolio 



ALLOCATION



### EXPOSURE

Click on the pie chart or legend items to drill down.



STOCKS

57.66%



CURRENCIES

42.34%

VIEW ALL





**GainersQtr** | Quarterly Gainers

**8.80%** 0.33%  
SINCE INCEPTION LAST TRADING DAY



Add Funds



Feed



Stats



Portfolio



Chart

Portfolio ▾



ALLOCATION



STOCKS

Click on the pie chart or legend items to drill down.



< EXPOSURE



AAPL

13.31%



NVDA

6.68%



GOOG

4.87%



T

3.29%



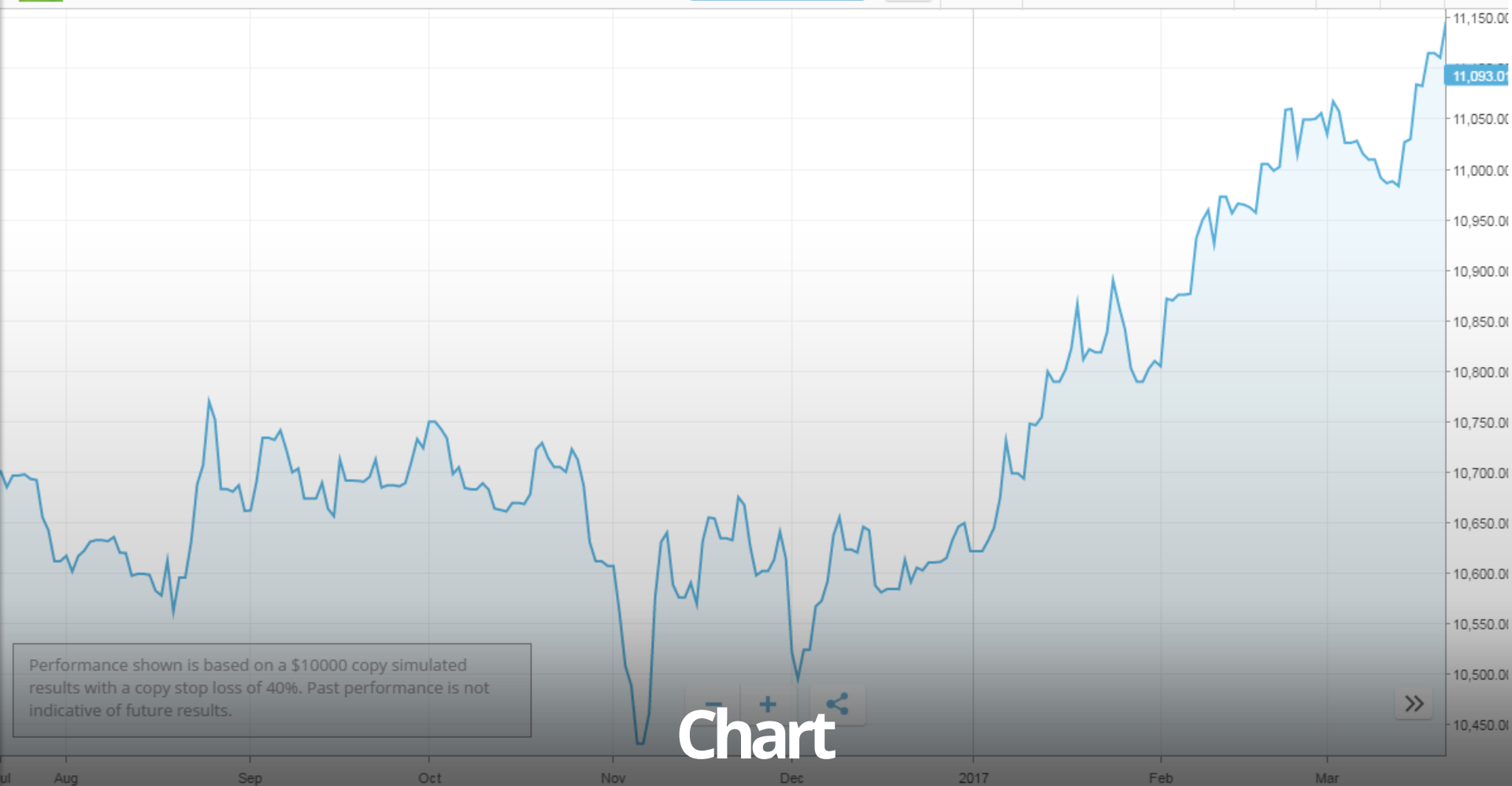
NFLX

3.16%



YOM

3.15%



Chart

## Invest in CopyFund



GainersQtr Quarterly Gainers

**8.80%** SINCE INCEPTION

AMOUNT



\$5,000.00



Avg. projected trade size \$53.50

Stop Investing if losses exceed \$500.00

[Edit](#)

# Invest in CopyFund



# Market CopyFunds



**BigTech** | *Big Tech Companies*

**24.90%**

SINCE INCEPTION

0.82%

LAST TRADING DAY



Invest



Feed



Stats



Portfolio



Chart

COPYFUND METHODOLOGY

From smartphones to smart cars... for smart investors. The BigTech CopyFund comprises leading companies from the technology sector. When you invest in the BigTech CopyFund, you get a wide exposure to fields like telecommunications, entertainment, e-commerce, software solutions and more. The CopyFund was ... [Show More](#)

ASSET ALLOCATION



ASSETS

AAPL	21.40%
GOOG	16.23%
MSFT	14.25%
AMZN	11.31%
FB	11.20%
OTHER	25.16%

PERFORMANCE



5.66

Stats



**BigTech** | *Big Tech Companies*

**24.90%**

SINCE INCEPTION

0.82%

LAST TRADING DAY



Invest



Feed



Stats



Portfolio



Chart

Portfolio ▾



ALLOCATION



STOCKS

Click on the pie chart or legend items to drill down.



Portfolio

< EXPOSURE



AAPL

21.29%



GOOG

16.46%



MSFT

14.31%



FB

11.31%



AMZN

11.30%



BABA

7.26%



Chart

‘eToro’

Partners CopyFunds



# CopyFunds as an **Open Platform**

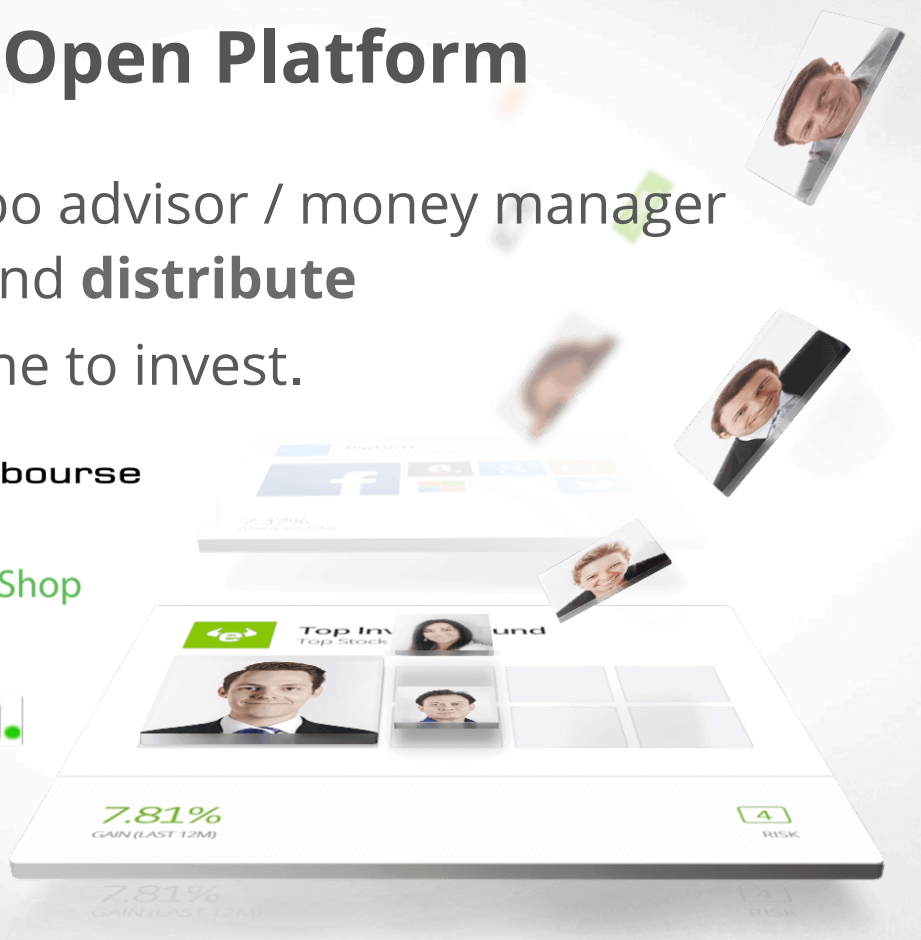
Every hedge fund / robo advisor / money manager can **create, manage** and **distribute** CopyFunds for everyone to invest.



FTSE  
Russell

MEITAV DASH.

and many more...



# What's in it for the partner?

## Creation

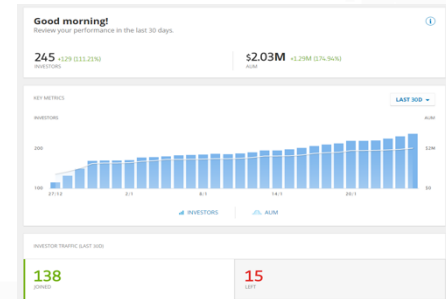
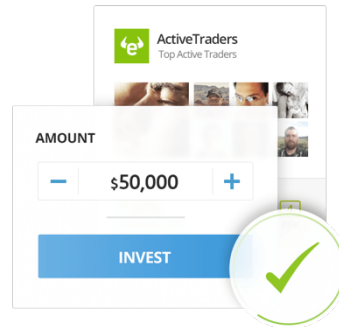
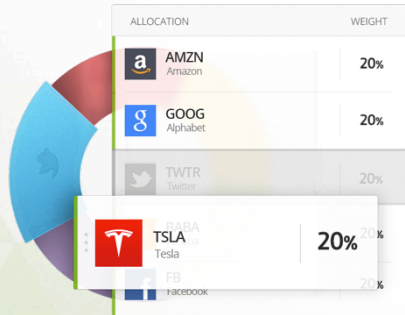
Bring your strategy and get your Fund online

## Distribution

Get effective online acquisition channels

## Management

Grow and manage your business



**AlphaCore** | By WeQuant **1.61%**

SINCE INCEPTION

**0.35%**

LAST TRADING DAY

**Invest**

Feed



Stats



Portfolio



Chart

NEWS ▾



Lena Birse@Onegirl

\$SPX500 \$NSDQ100 Best advice someone once gave me on what to do when the market is 'Crashing / Correcting!'. "Turn off you computer, and let it run". As I am using no leverage this is something I can do very easily, and look forward to buying more of my favorite stocks very soon - at a discounted ... [Show More](#)

*6 minutes ago from United Kingdom*

Like

Comment

Share

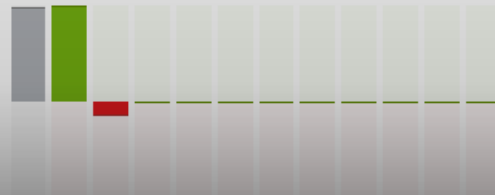
**By WeQuant**

France

**3**

RISK

If you wish to invest in a core portfolio designed to achieve high returns over the long term this copyfund is what you are looking for. This copyfund has been developed by quantitative portfolio managers ... [Show More](#)



This Year's Performance. Risk Score Considers Last 7D.

**Feed**

@spreadercraig



AlphaCore | By WeQuant

1.61% 0.35%

SINCE INCEPTION LAST TRADING DAY



Invest



Feed



Stats



Portfolio



Chart

Portfolio ▾

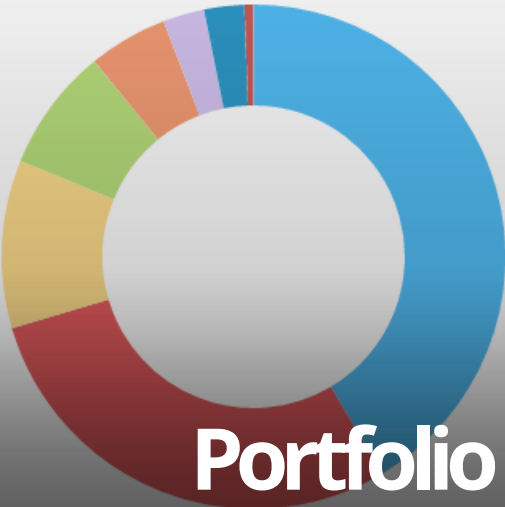


ALLOCATION



ETFS

Click on the pie chart or legend items to drill down.



Portfolio

< EXPOSURE



QQQ

23.23%



HYG

16.23%



GLD

6.03%



SWDA.L

4.44%



EWJ

2.84%



SLV

1.79%

**WarrenBuffet-CF** | Berkshire Hathaway**2.79%** 0.14%

SINCE INCEPTION

LAST TRADING DAY

**Invest**

Feed



Stats



Portfolio



Chart

NEWS ▾



Ирина Бурмистрова@IrinaBur

Вчера все биржевые индексы продемонстрировали значительный спад. Сегодня многие акции, такие как \$AAPL (Apple) , \$NVDA (NVIDIA Corporation) , \$AMD (Advanced Micro Devices Inc) , \$AMZN (Amazon) начнут свой день в красной зоне. Это обусловлено многими причинами, главная из которых то, что в последнее ... [Show More](#)

[Translate](#)*about 2 hours ago from Russia*

Like

Comment

Share



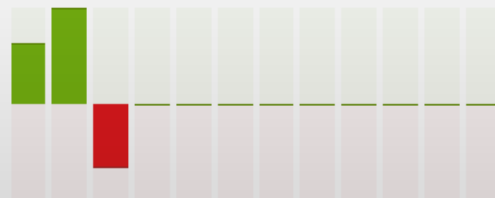
Svetlmarsova, defking and 2 others liked this

**Feed****Berkshire Hathaway**

United Kingdom

**3**

RISK



This Year's Performance. Risk Score Considers Last 7D.

**7,122**

FOLLOWERS

**23**

INVESTORS

NO CHANGE



WarrenBuffet-CF | Berkshire Hathaway

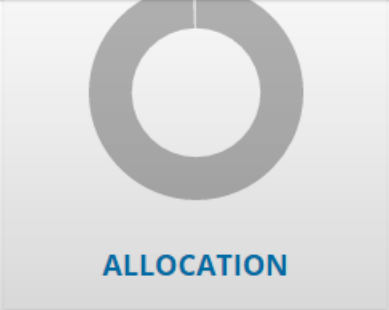
2.79% 0.14%  
SINCE INCEPTION LAST TRADING DAY

+

Invest

- Feed
- Stats
- Portfolio
- Chart

Portfolio ▾



STOCKS

Click on the pie chart or legend items to drill down.



← EXPOSURE

	KHC	19.63%
	WFC	17.57%
	KO	11.63%
	IBM	9.00%
	AXP	7.62%
	PEP	7.06%

The logo for eToro, featuring the word 'etoro' in a white, lowercase, sans-serif font. The letters 'e' and 'o' are stylized with a slight curve. The logo is centered on a green background with a repeating pattern of triangles in various shades of green.

‘etoro’