



Master Investor Show 2019

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@eToro

TODAY

10M

REGISTERED USERS

140

COUNTRIES

250M

OPEN TRADES

500

EMPLOYEES

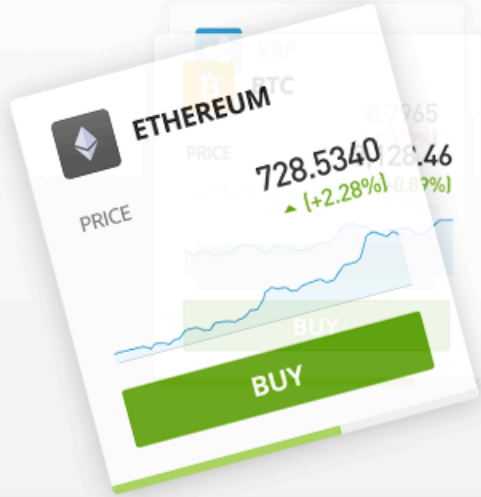
\$162M

RAISED CAPITAL





eToro Investment Network



MANUAL



COPY



PORTFOLIO

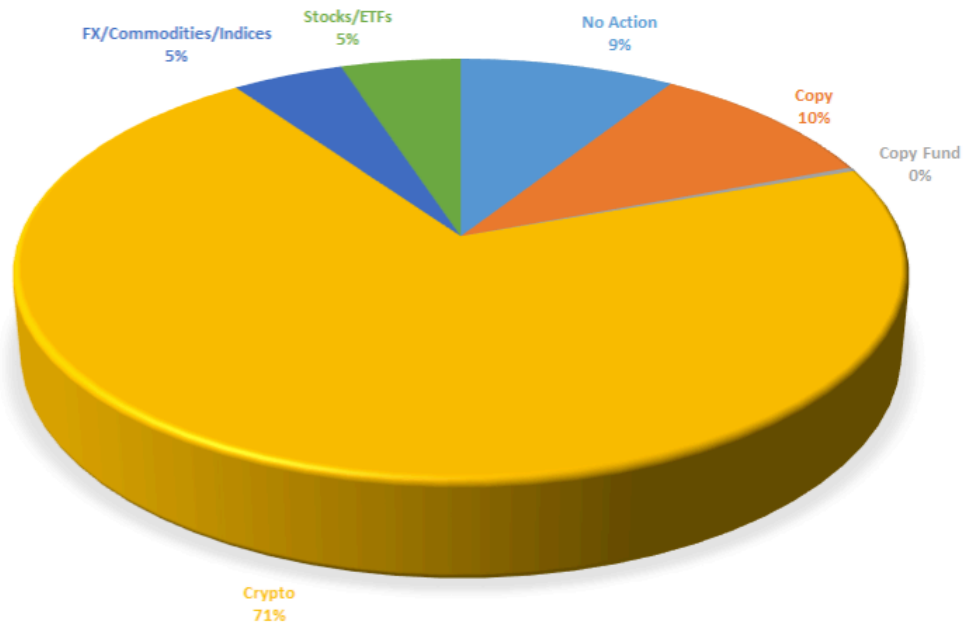
2018: WHO WERE OUR INVESTORS?



71% of first actions were to buy cryptoassets

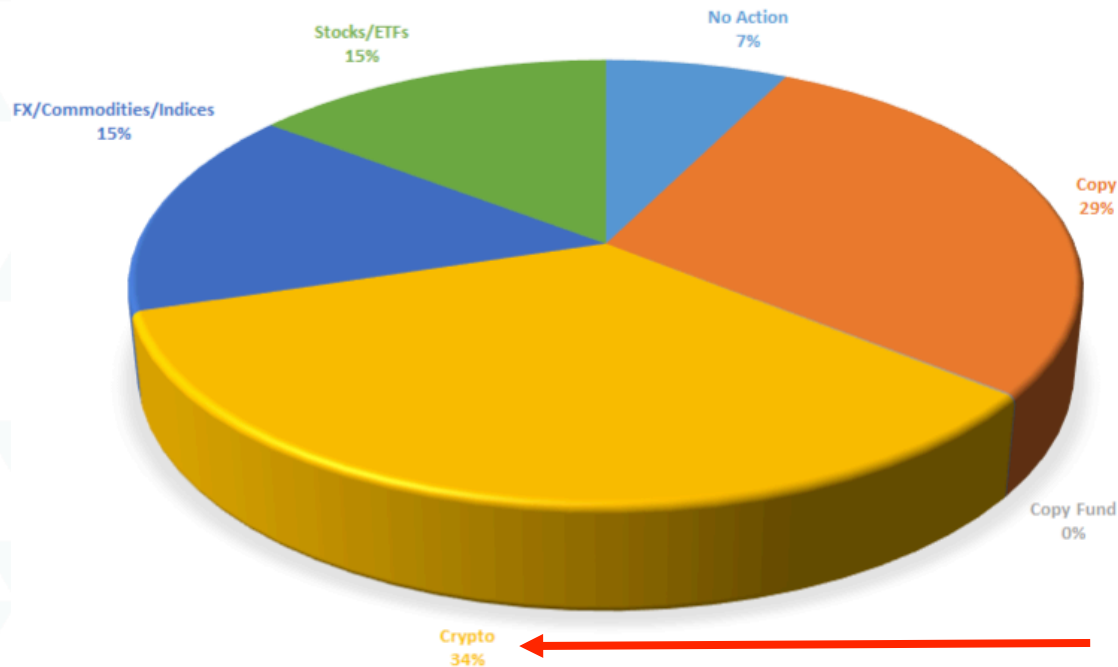
88% male, average age 36, work in IT services, finance, sales/marketing

12% female, average age 38, work in finance, sales/marketing



2019: WHO ARE OUR INVESTORS NOW?

Q1 2019 First Time Actions have shifted away from cryptoassets.



And our audience is younger

A table showing the audience age distribution. A red arrow points from the text 'And our audience is younger' to the 25-34 age group row.

Age	Total
18-24	9.80%
25-34	36.51%
35-44	30.36%
45-54	14.55%
55-65	6.35%
Over_65	2.44%

34% vs 71%

THINK YOU'RE A GOOD INVESTOR?



“ My adventure with eToro began four years ago. It is an amazing experience that helped me improve my trading from having more than 1,000 people counting on me. An additional plus is to get to know the wonderful people from all over the world! ”

DAWID KOWALSKI
FROM POLAND



“ I've enjoyed being under the Popular Investor program. As a Popular Investor, it shows that other traders have complete trust in me, and I do my best to exceed their expectations of me. ”

ALVIN DE CRUZ
FROM SINGAPORE



LEVEL	CADET	RISING STAR	CHAMPION	ELITE
Monthly Payment*	---	\$500	\$1K	\$1k + 2% annual AUM
Featured in eToro Marketing	✓	✓	✓	✓
Platinum Account Manager	---	---	---	✓
Financial Times Subscription	---	---	✓	✓
Fee Free Withdrawals	---	✓	✓	✓
REQUIREMENTS				
Minimum avg equity	\$500	\$1K	\$5K	\$20K
Responsible trading	✓	✓	✓	✓
Minimum Copiers	1	10	10	---
Minimum AUM	\$200	\$40K AUM	\$150K AUM	>= \$500K AUM
Minimum time in level	2 MONTHS	2 MONTHS	2 MONTHS	2 MONTHS

Contact email: UKPI@etoro.com

WANT TO EARN A SECOND INCOME?

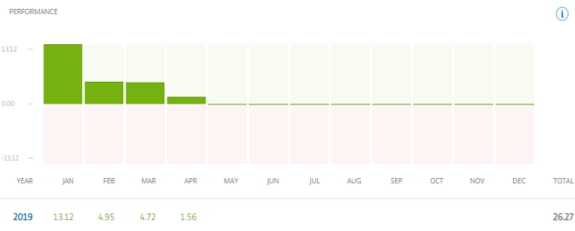


Average monthly 'Elite' Popular Investor payment = **\$4,525**

PEOPLE / UNITED KINGDOM / ONEGIRL



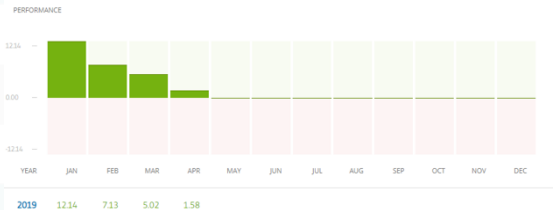
Onegirl ★
Lena Virginia Birse



PEOPLE / UNITED KINGDOM / JAYNEMESIS



jaynemesis ★
Jay Edward Smith



'How I quit my job and ended up earning £100,000 a year investing'



Save 107



'I dropped out of school at 13 - now I'm managing £5m!' CREDIT: GEOFF PUGH

“THE INFLUENCERS OF THE INVESTMENT WORLD”

GET BRITAIN INVESTING COMING SOON



WHY PAY MORE ON STOCKS?

Zero commission. Zero stamp duty.

Unlimited trades | No dealing charges | No overnight fees

Be the first to know and enter a competition to
win **£10K** to invest in stocks with us!

Get notified

By signing up you agree to receive marketing emails from eToro, and you will enter a waiting list to compete for a £10,000 investment prize.

Your capital is at risk. [T&Cs apply](#)

STOCKS.ETORO.COM

0
easyJet
ROLLS ROYCE
%

SAVE £100s ON YOUR INVESTMENTS



		Hargreaves Lansdown Total investments fee charged on UK	IG Total investments fee charged on UK	Halifax Total investments fee charged on UK	eToro Total investments fee charged on UK	% Av. difference
Buying 3 UK listed stocks	£3k	£87.49	£63.86	£90.78	£42.93	47% cheaper
	£30k	£231.35	£207.72	£234.64	£181.74	19% cheaper
	£300k	£1,669.94	£1,646.30	£1,673.23	£1,246.69	25% cheaper

*Independent research by gbi2

REAL STOCKS, NOT CFDs

TWO KEY TAKEAWAYS



1. If you think you're a good investor, join us and earn a second income.

Become a Popular Investor - UKPI@etoro.com

1. If you're investing in stocks elsewhere, join us and save money.

Sign up and win £10k - [STOCKS.ETORO.COM](https://stocks.etoro.com)

HERE'S WHO'S TALKING ABOUT US



SPEAR'S

How tokenisation will liberate the art market – eToro

Bloomberg

Business

This Trader Made 295% on Cryptocurrency



INDEPENDENT

eToro to Launch Zero-Commission Stock Trading

The retail trading provider has clarified that it will not add any charges to the raw market spread.



Celeste Skinner | Brokers (Retail FX) | Wednesday, 20/03/2019 | 11:58

GMT+1



Photo: FM

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MORNINGSTAR

FCA to Clamp Down on Exit Fees

The Financial Conduct Authority plans to make it easier for investors to switch investment platform provider by, amongst other things, abolishing exit fees

Back Of The Net: eToro Leads Football's Fintech Revolution



Joe Wallen Contributor @ Fintech

Forbes

Leading Social Platform eToro Acquires Smart Contract Development Company Firms

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