

PARTNER COMPLIANCE GUIDELINES

FOR eToro (UK) LTD

June 2022

Marketing Affiliate Rules

1. Always add the ESMA Risk Warning when promoting CFDs:

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. xx% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

*** (MM/YYYY) For videos**

The ESMA Risk Warning should be updated every three months. "Please contact your eToro manager for an updated figure if in doubt"

2. Remember that eToro is a multi-asset platform that offers both investing in stocks and crypto assets, as well as trading CFD assets subject to the relevant jurisdiction's local rules, regulations, stipulations, and restrictions.

3. Always be **fair, clear,** and **not misleading.**

4. Always mention in your affiliate marketing channel which eToro entity you are promoting:

a. eToro (UK) Ltd. is authorised and regulated by the Financial Conduct Authority (FCA) under the license FRN 583263.

5. Use only correct information in your reviews/articles and always keep them updated as per the list below (not exhaustive) - more information can be found at www.etoro.com

- Current CFD leverage limits
- Popular Investors
- Our Story (history of eToro)
- Team and Investors
- eToro Copy Systems explanation
- eToro CopyPortfolios
- Deposits FAQ

- Withdrawal FAQ
- Regulation and License
- Customer Service
- Invite your friends (“Refer a friend” (RAF) program)
- General Risk Disclosure

6. Affiliates are only permitted to use eToro’s official marketing materials which can be found in the affiliate marketing tools (found within the partner portal).

7. Any educational materials and/or marketing materials and/or related materials created by the affiliate to be provided to clients (i.e. banners, videos, newsletters, any significant changes to the communication channels of the affiliate, etc.), through all of the communication channels, should be reviewed and approved by Compliance at eToro, prior to publication. Any related requests to this matter should be forwarded to your direct affiliate account manager or by opening a ticket with the customer service.

8. Any new communication channel should be pre-approved by the Affiliate Champion. Any relevant request in this regard should be communicated to your affiliate account manager.

9. Affiliates are not allowed to promote eToro via sources other than the ones disclosed and approved by the Affiliate Champion. Promotion of eToro on illegal sites such piracy and gambling websites is strictly forbidden.

10. be cautious when promoting crypto and other assets in the same space. It should be clear to the potential customer what asset/product is regulated and what asset/product is not regulated.

11. **When promoting cryptoassets in eligible countries**, the use of this disclaimer is required:

Cryptoassets are highly volatile and unregulated in the UK. No consumer protection Tax on profits may apply.

Please also avoid:

- Using “Credit Card” as a payment method when promoting Crypto
- Language which downplays the risk of investing in crypto and implies it is low risk and suitable for all- i.e “easy” “fun”

12. Do NOT use fake celebrity endorsement in order to promote eToro.

Always be fair, clear, and not misleading

Non-Exhaustive Examples:

BE FAIR - no misleading headlines, and no unfair comparisons. Partners should not hide important information by using small print. Our partners need to make sure that they display risk warnings in a clear and visible way. We can not promise profits or gains. Do not lead your promotion with its performance. Within the promotion, all mentions of performance need a relevant disclaimer clearly and prominently displayed near it. In the case of previous performance, all data should be for 5 years, or inception if it is a new product.

BE CLEAR - about any charges, fees, or risks. To ensure the promotion is balanced, ensure that you discuss charges, fees and risks generally; to only discuss the upside is not clear and potentially misleading.

AVOID MISLEADING - ensure that promotions are balanced. Partners can not place too much emphasis on the benefits associated with a product without also highlighting the relevant risks. Always look for complete, relevant data and add proper warnings when using data (see risk disclaimer guidelines)

UNREALISTIC EXPECTATIONS - the information shall not include the name of any competent authority in such a way that would indicate or suggest endorsement or approval by that authority of the products or services offered by eToro.

KEEP UP TO DATE - all the irrelevant information or old terms need to be replaced and updated.

Examples of Misleading Statements

Do not use the statements below:

Don't	
1 click 60 seconds 85% profit	
Trading has never been so easy	
Gain up to 85% return every 60 seconds	
Start your career as a trader right now	
Suggestions are great - it is hard not to win	
95% return in a few minutes	
Our Pro signals have been tested to have over 65% daily success rates	
What can you do in 60 seconds? Copy* and earn extra money.	
Learn how to turn market opportunities into profit	
Make/earn money	

Do not make any false promises

Do not use the statements below:

1. Become a successful trader!
2. You will make profits!
3. Make money with the best trader
4. With eToro, trading is easy
5. Copy the best traders and you will make profits

How to display risk warning for CTA*?

*CTA means Call to Action and represents an invitation or inducement to clients to enter into a business relationship with etoro. Other CTAs such watch a training seminar or getting a free subscription does not require a disclaimer

Whenever there is a Call to Action ('CTA') (i.e., Join now, Trade now, Invest now, Register, Open account, Verify, etc), a RISK WARNING IS REQUIRED.

The disclaimer should be under/next to the button (CTA).

It should always be in the language of the website, visible, and added to EVERY (CTA). For the small CTA, the disclaimer is: **XX% of retail CFD accounts lose money (always in bold).**

For the larger CTA, the disclaimer is: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. xx% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

If a CTA is at the end of the review, website, blog, or article, ALWAYS use the long version:

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. XX% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

A few examples of CTA:

- Trade now
- Sign up
- Join now
- Invest now
- Buy and Sell
- Register Now
- View Website

Which risk warning to use for Cryptos, Stocks, and ETFs under CTA?

1	Real Cryptos	<p>Cryptoassets are highly volatile and unregulated in the UK. No consumer protection. Tax on profits may apply.</p> <p>*Real Crypto will be considered as such while associated with the word BUY/INVEST. The use of the word SELL or Trade while promoting cryptocurrency will refer to CFD Crypto which is prohibited in the UK.</p>
2	Real Stocks/Zero stock commission	Your capital is at risk. Other fees may apply. For more information, visit etoro.com/trading/fees .
3	ETFs	Your capital is at risk
4	Smart portfolio including stocks	Copy Trading does not amount to investment advice. The value of your investments may go up or down. Your capital is at risk.
5	Smart portfolio including crypto	Copy Trading does not amount to investment advice. Cryptoassets are highly volatile and unregulated in the UK. No consumer protection. Tax on profits may apply.
6	Commodities, Indices, CFDs	XX% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you can afford to take the high risk of losing your money.

WARNING: it should be visible and in the language of the website.

NOTE: The disclaimers must appear at all times separate from other risk warnings.

Risk Warning at the end of reviews/blogs/ articles.

At the end of any content (short or long) written about eToro, the long version of the disclaimer should always appear as below –

By default:

eToro is a multi-asset platform that offers both investing in stocks and crypto assets, as well as trading CFD assets.

[SPACE]

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. XX% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

[SPACE]

+ Other risk warnings to be added based on content where applicable (as cryptos/ stocks/ past performance).

Remember you can use the short version at the beginning, but you always need to use the long version at the end.

NOTE: The standardized risk warning (long or short version) (xx% of retail CFD accounts lose money) must appear at all times separate from other risk warnings and any marketing content.

Obligations and Responsibilities of the Affiliate T&C

We would like to draw your attention to the following chapter from our T&C, related to compliance. The entire T&C can be found [HERE](#)

Section 2.3 “The Affiliate acknowledges and agrees that:

1. it will use the eToro Brands only as permitted hereunder;
2. it will use the eToro Brands in a lawful manner and in strict compliance with all format(s), guidelines, standards, and other requirements prescribed by eToro;
3. the eToro Brands are and shall remain the sole property of eToro;

4. nothing in this Agreement shall confer in the Affiliate any right of ownership in the eToro Brands and all use thereof by the Affiliate shall inure to the benefit of eToro; and
5. the Affiliate shall not, now or in the future, attempt to register any eToro Brand and/or domain name and/or contest the validity of any eToro Brands or use any term or mark confusingly similar to any eToro Brands.”

Section 3.1.6. The Affiliate’s fulfillment of its responsibilities under this Agreement shall be in strict compliance with the terms and conditions set forth herein;

ADDITIONAL RESTRICTIONS

Additional restrictions:

- Only target individuals over the age of 18
- an affiliate cannot amend any of the promotional content of its website in accordance with the above rule, it shall be required to remove it.
- Regulatory demands can change often and with no prior notice. When this occurs, all promotional materials need to change immediately. If you want to make any changes to eToro promotional materials on your site, you must let us know at Compliance-partner@etoro.com

Restrictions:

For more information, please contact our customer service and check our partner T&Cs.

Note that this document may be amended from time to time to include/reflect new operational and/or new/amended regulatory requirements.

Partner Up!

In case you need further assistance, do not hesitate to contact your direct affiliate manager and we will be pleased to assist you.

We would like to thank you for your collaboration and hope to deliver the best possible experience for all of our Partners!