

PARTNER COMPLIANCE GUIDELINES for eToro (Europe) Limited

All you need to know
in one place

Below is a checklist of the main rules that should be followed in any financial promotion on your affiliate marketing channel:

- 1** Always add the ESMA Risk Warning: 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.
The ESMA Risk Warning should be updated every three months. Please make sure that you always use the updated percentage communicated to you from time to time.
- 2** Remember that eToro is a multi-asset platform which offers both investing in stocks and crypto assets, as well as trading CFD assets.
- 3** Always be fair, clear and avoid misleading statements.
- 4** Always mention in your affiliate marketing channel which eToro entity you are promoting: eToro (Europe) Ltd., a Financial Services Company authorised and regulated by the Cyprus Securities Exchange Commission (CySEC) under the license # 109/10.
- 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
 - a.** Current CFD leverage limits
 - b.** Popular Investors
 - c.** Our Story (history of eToro)
 - d.** Team and Investors
 - e.** eToro Copy Systems explanation
 - f.** eToro CopyPortfolios
 - g.** Deposits FAQ
 - h.** Withdrawal FAQ
 - i.** Regulation and License
 - j.** Customer Service
 - k.** Invite your friends ("Refer a friend" (RAF) program)
 - l.** General Risk Disclosure
- 6** Affiliates are only permitted to use eToro's official marketing materials which can be found in the affiliate marketing tools.

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 the Compliance Function/Department of eToro, prior to dissemination to clients. Any related requests to this matter should be forwarded to your affiliate account manager.

8 Any new communication channels and any relevant requests should be immediately communicated to the Affiliate Account Manager and should be pre-approved by the Compliance Function/Department of eToro.

9 Affiliates are not allowed to promote eToro via sources other than the ones disclosed and approved by the Compliance Function/Department of eToro.

10 Affiliates shall not approach, directly or indirectly, any traders and/or potential traders other than promoting eToro as detailed in these partner guidelines.

Always be fair, clear and avoid misleading statements.

Leading Compliance Principles :

BE FAIR - do not use misleading headlines and unfair comparisons. Partners should not hide important information by using small print. Always make sure that you display risk warnings in a clear and visible way. Never promise profits or gains.

Do not use any unqualified or absolute statements unless they can be proved by including source as to where the information is taken from.

BE CLEAR - about any charges, fees or risks.

AVOID MISLEADING - ensure that all statements 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 section “How to display risk warnings”)

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 (Europe) Ltd.

KEEP THE TERMINOLOGY AND CONTENT UP TO DATE - all the irrelevant information or old terms need to be replaced and updated (i.e., words like: “Guru, copyfund, openbook, high leverage and bonuses/promotions).

Please note that all content and marketing materials that include BONUS offerings need to be immediately removed.

Examples of Misleading Statements

Do not use the statements below:

"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"

"\$10,000 – Get your bonus now.."

"Make/earn money"

Do not make any false promises

Do not use the statements below:

a. Become a successful trader!

b. You will make profits!

c. Make money with the best trader

d. With eToro, trading is easy

e. Copy the best traders and you will make profits

Please note that all content and marketing materials that include BONUS offerings need to be immediately removed.

How to display risk warning?

Whenever there is a Call to Action ('CTA') for CFDs, Cryptos or any kind of instrument (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: **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.**

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?

- 1 Cryptos (the long version needs to be used at the end of an article, website, blog or review) - **Cryptoassets are volatile instruments which can fluctuate widely in a very short time frame and, therefore, are not appropriate for all investors. Other than via CFDs, trading cryptoassets is unregulated and, therefore, is not supervised by any EU regulatory framework. Your capital is at risk.**
- 2 Cryptos (the short version need to be used under CTA or under the text referring to cryptos) - **Cryptoassets are a highly volatile unregulated investment product. No EU investor protection. Your capital is at risk.**

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

- 3 Real Stocks/ETFs – Your capital is at risk

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

How to use the risk warnings under CTA

eToro Product Risk Warnings

- 4 CFDs (Cryptos, Stocks, CopyPortfolios, ETF's, Currencies, Commodities) = XX% of retail investor accounts lose money when trading CFD's with this provider. You should consider whether you can afford to take the high risk of losing your money.
- 5 Real Crypto = Cryptoassets are high volatile unregulated investment product. No EU investor protection. Your capital is at risk.
- 6 Real Stocks / ETF's = Your capital is at risk.
- 7 Where past performance is indicated = Past performance is not an indication of future results.

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

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

By default :

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

Please note that 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.

+ 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 standardised 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:

- a. it will use the eToro Brands only as permitted hereunder;
- b. 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;
- c. the eToro Brands are and shall remain the sole property of eToro;
- d. 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
- e. 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 fulfilment of its responsibilities under this Agreement shall be in strict compliance with the terms and conditions set forth herein;

Section 4.2 The Affiliate shall not publish any material which refers to the Trading Platform, eToro Brands or any other name or mark owned by eToro unless such publication is in compliance with eToro's guidelines. Upon request by eToro, the Affiliate shall immediately remove any publication referring to the Trading Platform, eToro Brands or any other name or mark owned by eToro.

Section 4.3 The Affiliate shall not copy any content from eToro's Websites and/or publications and shall not post in any website and/or elsewhere, any material published in eToro's Websites and/or publications. The Affiliate shall not copy any content from any other Affiliate's websites.

ADDITIONAL RESTRICTIONS

Please note that if an affiliate cannot amend any of the promotional content of its website in accordance with the above rule, the content shall be required to be removed.

NO BONUSES AND/OR ANY TRADING BENEFIT IS ALLOWED - as eToro (Europe) Ltd regulated by CySEC and cannot offer bonuses whatsoever.

Additional restrictions:

- Only target individuals over the age of 18
- Regulatory demands can change often and with no prior notice. When this occurs, all promotional materials need to be updated 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

Restricted Countries - please contact our Customer Service

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!