

# MARKETING COMMUNICATION GUIDELINES

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These Marketing Communication Guidelines form an integral part of the AvaTrade Affiliate Agreement and may be amended from time to time.

The Marketing Communication Guidelines are designed to provide guidance to Affiliates when promoting AvaTrade in any kinds of Marketing Communication.

“Marketing Communication” is defined as all and any advertising materials in any medium of communication, including but not limited to any electronic or online communication, marketing materials, publications and all marketing operation related issues which the affiliate is using to direct clients to AvaTrade.

“Affiliate” means any affiliate who is a party to the AvaTrade Affiliate Agreement. The activities of the Affiliates must comply at all times with the provisions of the AvaTrade Affiliate Agreement and be directed solely at introducing potential clients. Affiliates are not permitted to offer investment advice, legal advice, inducement, recommendation or portfolio management to clients and/or potential clients or to handle any of their funds or cash.

## 1. WEBSITES

1.1 You cannot advertise Avatrade.com on websites or webpages or other sources which include content that promotes sexually explicit materials, violence, discrimination based on race, sex, religion, nationality, disability and/or any other kind of website forbidden.

## 2. MARKETING TOOLS

2.1 You are only allowed to use the official Avatrade.com marketing tools which can be found in the Advertising material section of your avapartner.com account.

## 3. DO NOT GUARANTEE OR PROMISE PROFITS OR GUARANTEE AGAINST LOSSES

3.1 Trading CFDs, Spread betting or FX Options does not always result in profits and involves a significant risk of loss of all of clients’ funds invested, therefore no profits can be guaranteed. Do not imply that trading can be a way of guaranteed returns and do not guarantee that no losses shall be incurred by the potential clients. In addition, do not guarantee that you are able to assist clients who have suffered losing trades in recovering losing positions.

3.2 Present opportunities and risks in a balanced manner.

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| <b>✗ Do not use:</b><br>‘easy’ or ‘simple’ in relation to trading.                              | <b>✓ Use:</b><br>‘Easy’ in relation to the platform usage or tools.                                   |
| <b>✗ Do not use:</b><br>‘secure trading’, ‘providing traders with the ability to safely trade’. | <b>✓ Use:</b><br>‘Security’ if you refer to the IT security of AvaTrade systems or trading platforms. |
| <b>✗ Do not use:</b>                                                                            | <b>✓ Use:</b>                                                                                         |

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| 'use your spare time to earn money', 'you can become a profitable trader', 'profit anytime and anywhere', 'more income', 'risk free trading', teach you how to trade or pictures of money. | 'Risk free' if you refer to the demo account only. |
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3.3 Do not use absolute or unqualified statements.

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|--------------------------------------------|-----------------------------------------------------------|
| <b>✗</b> Do not use:<br>'best', 'highest'. | <b>✓</b> Use:<br>'one of the best', 'one of the highest'. |
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## 4. CONTRACTS FOR DIFFERENCE (CFDS)

4.1 AvaTrade offers CFDs trading, therefore it needs to be clear in any Marketing Communication that the potential clients will trade CFDs and not the related underlying financial instrument, and that at no time shall a delivery of or transfer of title to the underlying financial instruments shall be made to the potential clients.

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|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>✗</b> Do not use:<br>Trade shares, forex, commodities, indices and ETFs with AvaTrade. | <b>✓</b> Use:<br>AvaTrade offers CFDs on shares, forex, commodities, indices and ETFs. |
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## 5. TARGET MARKET

5.1 AvaTrade services and products traded, are only available to individuals who are at least 18 years old.

5.2 CFDs, Spread bets and FX Options are complex financial instruments and can only be marketed to people who would possess the necessary level of knowledge and experience, whose risk tolerance includes the loss of all funds and whose trading objectives are compatible with the speculative short-term nature of the products offered

## 6. NO INVESTMENT ADVICE OR PORTFOLIO MANAGEMENT

6.1 Affiliates should not contact clients in relation to their AvaTrade account

6.2 AvaTrade is NOT authorized to provide the investment service of investment advice or portfolio management.

6.3 Affiliates must NOT provide any investment and/or financial advice and/or portfolio management services to the potential clients, including money management.

6.3 Affiliates must not provide personal opinions on the markets and/or statements of own trading record including demo trading.

## 7. MONITORING

7.1 AvaTrade monitors all of its Affiliates' websites on an on-going-basis to ensure compliance with these guidelines. You may therefore be contacted at any time by your affiliate manager to amend and/or remove material as AvaTrade may deem appropriate. If that is the case, you must comply within 24 hours. If you face any issues with the timely compliance, this should be immediately communicated to your affiliate manager who will ensure to communicate this to AvaTrade, for extension of the timeframe.

7.2 These guidelines may be updated at any time, as regulatory bodies may change legislation and/or interpretation of legislation, and consequently you will need to comply with the updated guidelines at all times.

## 8. SUMMARY OF MARKETING MATERIAL COMMUNICATIONS GUIDELINES

8.1 Marketing Communication must:

- Be accurate, fair, clear and not misleading;
- Only be published on websites or webpages related to financial markets, news or other financial related services/products that offer trading information;
- Not guarantee or promise profits or guarantee against losses;
- Not use absolute or unqualified statements;
- Ensure information is sufficient for and is presented so that it is likely to be understood by, the average member of the public to whom the information is directed, or the person likely to receive the information;
- Not use the name of any regulator in a way that would indicate or suggest endorsement or approval of the products or services of AvaTrade.