London Stock Exchange Symbol: PLUS
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Plus500 has developed and operates an online trading platform for retail customers to trade Contracts For Difference (CFDs) in more than 50 countries.

Proprietary technology platform is user friendly, robust, scalable and easily accessible to new customers.

Customer acquisition via online marketing.

Revenue and PBT growth 2013/2012 103% and 191% respectively.

Successful IPO in Q3 2013 on AIM, Symbol: PLUS

Plus500 in numbers:

- #1 Rated on mobile app stores
- >50 Countries
- 31 Languages
- $115m Revenues FY 13
- +105% Growth in Revenues FY 13/ FY12
- 58% EBITDA Margin
- 1,900 CFDs
- 50% Dividend policy
- $33m Dividend paid 2014
Results Summary

- Record year for revenue and profit - significantly ahead of expectations at the time of the IPO
- Successful listing on AIM in July 2013
- Active customers increased 47% to 85,795 (FY 2012: 58,343)
- New customers increased 53% to 56,819 (FY 2012: 37,050)
- Ongoing strengthening in Plus500’s market position with further expansion in Europe
- Significant increase in smartphone and tablet users accessing Plus500’s trading platform
- Expansion into Australia continues to gather a very positive momentum
- Trading in the 7 weeks to 19 February 2014 has been strong
- Board remains confident of continued growth in 2014 and beyond

*Active Customers: Customers who made at least one real money trade during the period.
* New Customers: Customers depositing for the first time ever during the period.
Products

CFD products
- 1,900 CFD products

Platform and Devices
- Supporting 31 languages in more than 50 countries

Trading Platform
- Retail customers only

Most Popular

<table>
<thead>
<tr>
<th>Currency</th>
<th>Shares</th>
<th>Commodity</th>
<th>Index</th>
<th>Forex</th>
<th>ETFs</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK 100</td>
<td>6018.00</td>
<td>Buy</td>
<td>6018.50</td>
<td>Short</td>
<td>-0.63%</td>
</tr>
<tr>
<td>Perseus</td>
<td>0.52</td>
<td>Buy</td>
<td>0.50</td>
<td>Short</td>
<td>-25.37%</td>
</tr>
<tr>
<td>GBP/USD</td>
<td>1.5457</td>
<td>Buy</td>
<td>1.5453</td>
<td>Sell</td>
<td>0.14%</td>
</tr>
<tr>
<td>USD/JPY</td>
<td>97.50</td>
<td>Buy</td>
<td>97.48</td>
<td>Sell</td>
<td>-0.24%</td>
</tr>
<tr>
<td>Bitcoin / USD</td>
<td>105.27</td>
<td>Buy</td>
<td>103.84</td>
<td>Sell</td>
<td>1.53%</td>
</tr>
<tr>
<td>Tesla Motors</td>
<td>101.65</td>
<td>Buy</td>
<td>101.45</td>
<td>Short</td>
<td>2.75%</td>
</tr>
<tr>
<td>Apple</td>
<td>402.46</td>
<td>Buy</td>
<td>401.36</td>
<td>Short</td>
<td>-2.67%</td>
</tr>
<tr>
<td>Kazakhmys</td>
<td>234.83</td>
<td>Buy</td>
<td>232.98</td>
<td>Short</td>
<td>-13.77%</td>
</tr>
</tbody>
</table>
**Business model**

### Revenue Split

- **Dealing Spreads**
  - Difference between the buy price and the sell price of a CFD

- **Overnight Premiums**
  - Charges on open customer positions held overnight

- **Market Positions**
  - Gains (offset by losses) on customers’ trading positions, acting as principal

### Revenues FY 2013

- **Spreads**: 74%
- **Premium**: 23%
- **Market**: 3%

### International Footprint

- **Plus500 UK**: FCA UK-regulated subsidiary
- **Plus500 Ltd.**
  - Israel Headquarters
- **Plus500 AU**
  - Australian regulated subsidiary (ASIC)

### Trade Time

- Median trade time is 1 hour

### Quality of Earnings

- 93% of revenues from regulated markets
Plus500 technology, our key asset

Proprietary technology, developed in-house: key differentiator and flexible advantage

- User Interface
- Back Office
- System Architecture
- "Marketing Machine"
- Affiliate Program
- Hedging and Risk
- Payment Interface
- Fraud Management
Marketing infrastructure: online is key

Online advertising

Using our proprietary automated marketing platform ensures that spending is efficient with a demonstrable return on investment

The “Marketing Machine”

- Focus is online
- Measurable
- Learns from experience
- Flexible spending
- Context specific advertising
- Defined ROI from spend
- Accumulated knowledge is a barrier to entry and competitive advantage

Total marketing investment in $m

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11.9</td>
<td>19.8</td>
<td>23.0</td>
<td>35.9</td>
</tr>
</tbody>
</table>

Source: Google
Marketing infrastructure: affiliates and offline

**500AFFILIATES.com**
- A large international affiliates program
- Over 5,000 active affiliates who advertise Plus500
- Paid on success only
- Easy-to-access and use affiliates’ portal of marketing collateral
- Fully automated online analysis and reward platform
- Localized marketing tools for affiliates
- Attractive revenue proposition for affiliates

**Offline**
- Increased activity offline to build the Plus500 brand
- IPO enhanced brand awareness
- Continue with targeted campaigns
The Plus500 Brand

United Kingdom

Italy

Netherlands

* Data from Google Trends web searches, Jan 2011 – Jan 2014
Mobile as a key growth driver

Number of Signups by Device

Revenues by Device
Financial risk management is key to the business

**Market Risk**

Spread of customers acts as a natural risk-mitigation:
- No dominant customers

Real-time monitoring of exposure limits by:
- Individual clients
- Individual instruments
- Total Group exposure

When limits are reached, no further trades accepted

Hedging undertaken if market movement breach the limits

**Credit Risk**
Automated real-time close-out policy to minimise unfunded customer losses

**Surplus Capital**
Plus500 continues to maintain significant reserves post-IPO
Regulation and Compliance

Client Take-On

- FCA / ASIC rules set out client take-on requirements
- Customers must self-certify their understanding of the risks
- All marketing carries appropriate risk warnings
- KYC / AML process fully compliant and in line with peers
  - Risk based approach in line with regulations

All EEA customers facilitated via “passporting mechanism”

Periodic FCA visits, no issues outstanding
Minimising downside risk: daily income statement

2013 – Key Management Initiatives

- Launching Plus500AU – Our Australian subsidiary which holds an ASIC license
- Successful IPO (Q3 2013)
- Over 600 new CFD products
- New features in mobile to bring on par with PC version
- Improving marketing ROI
- Improved retention initiatives
## FY 2013 - Best Performances Yet

### Key Financial Indicators – Income Statement ($,000):

<table>
<thead>
<tr>
<th></th>
<th>Twelve months ended December 31</th>
<th>2013</th>
<th>2012</th>
<th>FY13/FY12 growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading income (net)</td>
<td></td>
<td>115,088</td>
<td>56,127</td>
<td>105%</td>
</tr>
<tr>
<td>Selling and marketing expenses</td>
<td></td>
<td>44,322</td>
<td>28,930</td>
<td>53%</td>
</tr>
<tr>
<td>Administrative and general expenses</td>
<td></td>
<td>3,563</td>
<td>4,124</td>
<td>-14%</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td></td>
<td>67,285</td>
<td>23,165</td>
<td>190%</td>
</tr>
<tr>
<td>Financing income (net)</td>
<td></td>
<td>(38)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Tax expense</td>
<td></td>
<td>16,532</td>
<td>5,973</td>
<td>177%</td>
</tr>
<tr>
<td><strong>Net profit</strong></td>
<td></td>
<td>50,633</td>
<td>17,100</td>
<td>196%</td>
</tr>
<tr>
<td>Earnings per share ($)</td>
<td></td>
<td>0.47</td>
<td>0.17</td>
<td>176%</td>
</tr>
</tbody>
</table>
Our Client Base Continues to Grow Fast

- Australia and Asia are among our fastest growing markets
- We remain the top rated app in our field (February 2014)
- Significant growth in FY 2013 in all KPIs

**Number of Active Accounts**

- FY 12: 58,343
- FY 13: 85,795
- Increase: +47%

**Number of New Accounts**

- FY 12: 37,050
- FY 13: 56,819
- Increase: +53%

**Ratings**

- 1,008 Ratings
- 9,700 Ratings

*New Accounts: Number of customers depositing for the first time ever
Active Accounts: Number of customers who made at least one real money trade during the period*
Further significant growth expected in ARPU in 2014 due to improved branding and retention initiatives

Expect to increase marketing ROI such that AUAC will not increase faster than ARPU
Spreads and Premium - Key Revenues Sources

Revenue by Source ($, Qs):

- Spreads
- Premium
- P&L

[Graph showing revenue by source over time from 1Q11 to 4Q13]
Lean Operational Infrastructure

**Operational Expenses:**

- Fully automated operations
- Aggressive cost structure
- Talented HR generates higher revenues per employee
- G&A are expected to grow as company became public in 3Q13

**FY13/FY12 Growth:**

- Total Sales & Marketing: +53%
- Total G&A: -14%
### Key Financial Indicators – Balance Sheet:

<table>
<thead>
<tr>
<th></th>
<th>Twelve months ended December 31</th>
<th>FY 13/FY 12</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td>88,739</td>
<td>24,709</td>
</tr>
<tr>
<td><strong>Non Current Assets</strong></td>
<td>1,354</td>
<td>546</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>90,093</td>
<td>25,255</td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td>22,079</td>
<td>13,308</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>68,014</td>
<td>11,947</td>
</tr>
</tbody>
</table>
### Key Financial Indicators – Cash Flow:

<table>
<thead>
<tr>
<th></th>
<th>Twelve months ended December 31</th>
<th>FY 13/12 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td><strong>Operating activities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash generated from operations</td>
<td>66,991</td>
<td>23,216</td>
</tr>
<tr>
<td>Income tax paid - net</td>
<td>(9,894)</td>
<td>(3,355)</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td>57,097</td>
<td>19,861</td>
</tr>
<tr>
<td><strong>Net cash used in investing activities</strong></td>
<td>-92</td>
<td>-178</td>
</tr>
<tr>
<td><strong>Financing activities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dividend Paid</td>
<td>-16,810</td>
<td>-14,575</td>
</tr>
<tr>
<td>Shares issued(net)</td>
<td>21,074</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td>4,264</td>
<td>-14,575</td>
</tr>
</tbody>
</table>

| **Cash and Cash Equivalents, End of Period** | 84,108 | 22,486 | 274% |

Cash and cash equivalents grew, in accordance with IPO in 2013 and the accelerated growth
Dividends Remain High

Dividend payout of $0.2873 per share (Ex-Date 12 March 2014) – Final dividend of $0.1506 per share and special dividend of $0.1369 per share

Dividend policy – Minimum of 50% of net profit, special dividends where appropriate

81% of net profit paid out for 2013
2014 – Key Management Initiatives

- Key focus to continue to invest in current markets
- Continued optimisation of marketing ROI
- Establishment of cost effective call centre
- Launch windows phone app and strengthen web app
- Exploring opportunities for expansion into new geographies
Outlook

- We ended 2013 with record customer and deposit levels
- Strong start to 2014
- Further considerable growth in 2014
- The Board remain committed to a 50% payout dividend policy
- Additional special dividends where capital needs allow
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