Interim Results for the 6 months ended June 30

London Stock Exchange Symbol: PLUS
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First Half 2013 - Highlights

 boca best 6 months yet

 Continued growth across all markets and segments. Asia and Australia as additional key growth drivers

 Exceptional profitability margins

 Successful IPO completed in early 3Q2013

### Plus500 in numbers, 1H13:

- **#1** Rated on mobile app stores
- **>50** Countries
- **31** Languages
- **$44.7m** Revenues
- **+ 47%** Growth in Revenues 1H13/1H12
- **48.9%** EBITDA Margin
- **$15.4m** Net Profit
- **$15.7m** Operating Cash-Flow
- **$8m** Dividend declared
Plus 500 - Products

**CFD products**
Over 2,000 CFD products

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

**Trading Platform**
Retail customers only

<table>
<thead>
<tr>
<th>Most Popular</th>
<th>Shares</th>
<th>Commodities</th>
<th>Indices</th>
<th>Forex</th>
<th>ETFs</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK 100</td>
<td>6549.20</td>
<td>6548.30</td>
<td>Short</td>
<td>0.19%</td>
<td></td>
</tr>
<tr>
<td>Perseus</td>
<td>0.88</td>
<td>0.88</td>
<td>Short</td>
<td>-2.18%</td>
<td></td>
</tr>
<tr>
<td>Transfield Services</td>
<td>1.16</td>
<td>1.16</td>
<td>Short</td>
<td>-7.57%</td>
<td></td>
</tr>
<tr>
<td>Kerry Group</td>
<td>47.46</td>
<td>47.14</td>
<td>Short</td>
<td>-1.34%</td>
<td></td>
</tr>
<tr>
<td>Gold</td>
<td>1392.15</td>
<td>1381.56</td>
<td>Short</td>
<td>1.62%</td>
<td></td>
</tr>
<tr>
<td>McDermott International</td>
<td>7.52</td>
<td>7.49</td>
<td>Short</td>
<td>-3.29%</td>
<td></td>
</tr>
<tr>
<td>USD/JPY</td>
<td>99.08</td>
<td>99.06</td>
<td>Sell</td>
<td>-1.06%</td>
<td></td>
</tr>
<tr>
<td>EUR/JPY</td>
<td>130.54</td>
<td>130.51</td>
<td>Sell</td>
<td>-0.64%</td>
<td></td>
</tr>
</tbody>
</table>
Business Model

Revenue Sources

- **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** on customers’ trading
  Gains offset by losses-positions, acting as principal

International Footprint

- **Plus500 UK**
  Group Revenues from EEA directed through FCA UK-regulated subsidiary

- **Plus500 Ltd.**
  Israel Headquarters

- **Plus500 AU**
  Australian regulated subsidiary (ASIC)
First Half of 2013 – Key Management Initiatives

- Launching Plus500AU – Our Australian subsidiary which holds an ASIC license
- Successful IPO (3Q13)
- Over 400 new CFD products
- New features in mobile to bring on par with PC version
- Improving marketing ROI
- Improved retention initiatives
First Half of 2013 - Best Performances Yet

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

<table>
<thead>
<tr>
<th></th>
<th>Six months ended June 30</th>
<th>FY 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td>Trading income (net)</td>
<td>44,673</td>
<td>30,348</td>
</tr>
<tr>
<td></td>
<td></td>
<td>56,127</td>
</tr>
<tr>
<td>1H13/1H12 growth</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Selling and marketing expenses</td>
<td>21,195</td>
<td>15,156</td>
</tr>
<tr>
<td></td>
<td></td>
<td>28,930</td>
</tr>
<tr>
<td>Administrative and general expenses</td>
<td>1,617</td>
<td>1,969</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4,124</td>
</tr>
<tr>
<td>Income from operations</td>
<td>21,861</td>
<td>13,223</td>
</tr>
<tr>
<td></td>
<td></td>
<td>23,073</td>
</tr>
<tr>
<td>1H13/1H12 growth</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Financing expenses (net)</td>
<td>1,348</td>
<td>171</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax expense</td>
<td>5,121</td>
<td>3,701</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5,973</td>
</tr>
<tr>
<td>Profit attributable to owner of the parent</td>
<td>15,392</td>
<td>9,693</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17,100</td>
</tr>
<tr>
<td>1H13/1H12 growth</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Earning per share ($)</td>
<td>0.15</td>
<td>0.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.17</td>
</tr>
</tbody>
</table>
Our Client Base Continues to Grow Fast

Number of new accounts

- **1H12**: 20,102
- **1H13**: 24,626
  - **+22%**

Number of active accounts

- **1H12**: 42,023
- **1H13**: 49,752
  - **+18%**

- Australia and Asia are among our fastest growing markets
- We remain the top rated app in our field. July 2013
- Significant growth in H1 2013 in all KPIs
Mobile as a key growth driver

Number of signups:

- AndroidTablet
- Android
- iPad
- iPhone
- Web
- Windows

Revenues ($ m):

- 1Q11
- 2Q11
- 3Q11
- 4Q11
- 1Q12
- 2Q12
- 3Q12
- 4Q12
- 1Q13
- 2Q13
Marketing Campaigns

Offline Advertisement

Online Advertisement

[Images of television screen and social media platforms]
Substantial Investment in Marketing

- Automated Online Marketing Platform - Measurable and ROI driven. Key competitive advantage
- Affiliate Program - Plus500’s operates one of the largest affiliates programs in the industry
- Offline advertisements

Marketing and Advertisement Budget ($,000):

- 1H12: 12,288
- 1H13: 17,701

As % of Revenues:
- 1H12: 40.5%
- 1H13: 39.6%
Lean Operational Infrastructure

Operational Expenses:

- Fully automated operations
- Aggressive cost structure
- Talented HR generates higher revenues per employee
- G&A expected to grow post IPO

<table>
<thead>
<tr>
<th></th>
<th>1H12</th>
<th>1H13</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales &amp; Marketing</td>
<td>15,156</td>
<td>21,195</td>
<td>+40%</td>
</tr>
<tr>
<td>Total G&amp;A</td>
<td>1,969</td>
<td>1,617</td>
<td>-18%</td>
</tr>
</tbody>
</table>

1H13/1H12 Growth:
- Total Sales & Marketing: +40%
- Total G&A: -18%
Significantly Increasing Profitability

Profits ($,000):

- EBITDA: 1H12 - 13,282, 1H13 - 21,900 (+65%)
- Profit: 1H12 - 9,693, 1H13 - 15,392

Profitability Ratios (% of income):

- EBITDA:
  - FY12: 41.1%, 1H12: 43.6%, 1H13: 48.9%
- Profit Margin:
  - FY12: 30.5%, 1H12: 31.9%, 1H13: 34.5%
### Key Financial Indicators – Balance Sheet:

<table>
<thead>
<tr>
<th></th>
<th>Six months ended June 30</th>
<th>FY 2012</th>
<th>1H13/1H12 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>Current Assets</td>
<td>36,682</td>
<td>28,879</td>
<td>24,709</td>
</tr>
<tr>
<td>Non Current Assets</td>
<td>626</td>
<td>348</td>
<td>546</td>
</tr>
<tr>
<td>Total Assets</td>
<td>37,308</td>
<td>29,227</td>
<td>25,255</td>
</tr>
<tr>
<td>Liabilities</td>
<td>18,737</td>
<td>16,772</td>
<td>13,308</td>
</tr>
<tr>
<td>Equity</td>
<td>18,571</td>
<td>12,455</td>
<td>11,947</td>
</tr>
</tbody>
</table>

Assets and Equity expected to grow, in accordance with IPO in 3Q13
Dividends Remain High

Dividend Paid to Shareholders ($,000):

- 2010: $8,795
- 2011: $9,642
- 2012: $14,575
- *2013: $8,000

* $8M are to be paid. Ex-date is 4.9.2013

Dividend policy – 50% of net profit minimum
### Key Financial Indicators – Cash Flow:

<table>
<thead>
<tr>
<th></th>
<th>Six months ended June 30</th>
<th>FY 2012</th>
<th>1H13/1H12 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net cash provided by operating activities</td>
<td>15,161</td>
<td>15,443</td>
<td>19,861</td>
</tr>
<tr>
<td>Net cash used in investing activities</td>
<td>-45</td>
<td>-136</td>
<td>-178</td>
</tr>
<tr>
<td>Dividend Paid</td>
<td>-4,874</td>
<td>-6,660</td>
<td>-14,575</td>
</tr>
<tr>
<td>Cash and Cash Equivalents, End of Period</td>
<td>32,728</td>
<td>25,852</td>
<td>22,486</td>
</tr>
</tbody>
</table>

- IPO proceeds of $25m (before expenses) after period end
- Very low Capex requirement

* The decrease in net cash is due to changes in FCA formula, calculating client money in September 2012
Business Overview

Financial Overview

Outlook
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