H1 2021
Interim Results
London Stock Exchange symbol: PLUS

Presented by:
David Zruia, Chief Executive Officer
Elad Even-Chen, Chief Financial Officer
Agenda

1. Strategic overview
2. Operating review
3. Financial overview
4. Outlook
Strategic overview
Plus500 Vision: “Enabling simplified, universal access to financial markets”

Evolving into a global multi-asset fintech group

Driven by continued investment to scale our technology

- Across devices through best-in-class technology
- Across countries through global scale with localised services
- Across financial instruments through broad product range

Supported by continued organic investments and targeted acquisitions
# Plus500 – our 8 year transformation journey

## A solid track record built since IPO

### Plus500 IPO on AIM in 2013: H1 2013 results

### Plus500, now FTSE250 company with premium listing on LSE: H1 2021 results

#### CAPITAL MARKETS:

<table>
<thead>
<tr>
<th>Total Shareholder Return</th>
<th>Share price of £1.15&lt;sup&gt;1&lt;/sup&gt;</th>
<th>TSR of c.2,500%&lt;sup&gt;2&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market cap</td>
<td>$200m&lt;sup&gt;1&lt;/sup&gt;</td>
<td>c.$2.0bn</td>
</tr>
</tbody>
</table>

#### FINANCIAL:

| Cash balances           | $32.7m                           | $722.5m                     |
| Revenue                 | $44.7m                           | $346.2m                     |
| EBITDA<sup>3</sup>      | $21.9m                           | $187.6m                     |

#### OPERATIONAL:

| Active Customers<sup>4</sup> | 49,752                           | 333,940                     |
| Number of regulatory licences | 2                                 | 9                           |
| Customer deposits          | $74.2m                           | $1.1bn                      |

---

1. As at date of IPO
2. Includes share price appreciation, impact of dividends and share buyback programmes and assumed reinvestment of dividends
3. EBITDA – Earnings before interest, tax, depreciation and amortization
4. Active Customers - Customers who made at least one real money trade during the period
Plus500 – our 8 year transformation journey

Delivering value for our shareholders
Plus500 is fundamentally a technology business

Proprietary technology powered by highly skilled people

- Front end and back end
- CRM
- Cashier technology
- Marketing technology
  - AI & Big Data
- Systems architecture
- Risk management technology
- Automated verification
- Analysis tools

Plus500 proprietary technology

Plus500 Product

Supported by highly regulated operations

Enables our global multi-asset fintech group offering
Plus500 proprietary technology stack

Supporting our customers at every stage of their journey

- Marketing technology
- Verification
- On-boarding
- Customer service
- Payment processing
- On-going product usage
- Product upgrades and improvements
- Further products added

Supported by:
- Robust system architecture
- CRM platform
- Cyber security
- Risk management
- Anti-fraud management
Plus500 proprietary technology stack

In-house, tailored technological solutions, equivalent to market-leading SAAS and platform offerings

For illustrative purposes only. Plus500 is not associated or connected with any of the companies highlighted on this slide.
Our approach to risk management:
Robust and comprehensive
Delivered consistent results

Ensure risk exposures are balanced:
- Risk exposures remain aligned with risk appetite
- Targeted hedging implemented to reduce market risk – on a limited basis to date

Approach aligned with our technology and customers:
- Risk management technology embedded as part of our platforms
- Focused on customer protection
- Customer Income\(^1\) remains key to underlying performance

Our robust regulatory framework:
Supported by international subsidiaries
Operating licenses across various geographies

Continue to ensure Plus500 is a compliant operator:
- In accordance with relevant regulatory standards and industry best practices
- Further build significant track record of compliance and strong regulatory relationships

Well placed to accommodate regulatory changes:
- Including recent regulatory changes to CFD industry in Australia by ASIC
- Well positioned to cater for future regulatory changes, as and when they are implemented

---

1. Customer Income - Revenue from customer spreads and overnight charges
Plus500 Group’s regulated operations

Robust global regulatory framework
Continued focus on Environment, Social and Governance

Further progress in key areas in H1 2021

**Continued focus on customer care and protection:**
- Highly regulated operations
- Targeted market approach
- Moderate leverage limits
- Negative balance protection free and available for all customers
- Free demo account

**Employee welfare and support:**
- Consistent focus on employee learning & development
- Balanced working environment
- Committed to equal opportunity and diversity

<table>
<thead>
<tr>
<th>Governance:</th>
<th>Social responsibility:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continued broadening of expertise and increasing diversity of the Board:</td>
<td></td>
</tr>
<tr>
<td>• Appointment of Professor Jacob A. Frenkel as Chairman</td>
<td></td>
</tr>
<tr>
<td>• Renowned global economist and business leader</td>
<td></td>
</tr>
<tr>
<td>• Additional independent Non Executive Director appointments</td>
<td></td>
</tr>
<tr>
<td>• Women representation on the Board now ahead of Hampton-Alexander Review’s 33% target</td>
<td></td>
</tr>
<tr>
<td>Further focus on ESG approach:</td>
<td></td>
</tr>
<tr>
<td>• Highly engaged with key ESG stakeholders</td>
<td></td>
</tr>
<tr>
<td>• Re-classification of portion of fixed bank deposits as “Green Deposits”</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Excellent progress against strategic priorities in H1 2021
Delivering against our vision - evolving to become a global multi-asset fintech group

Strategic priorities achieved in H1 2021:

- Continued to expand CFD offering
  + Invested in increased marketing technology capabilities
  + Continued strong growth in Active and New Customers
  + Introduced new CFD-based financial instruments
  + New educational tools and other additional features

- Entered US Futures and Options on Futures market
  + Through acquisition of Cunningham and CTS
  + Major growth opportunity - c.$2 billion addressable market
  + Strong latent potential from retail traders – underpenetrated but growing significantly
  + Wide range of asset classes
  + Optimising B2C position as a technology specialist

- Launched ‘Plus500 Invest’ - share dealing platform
  + Launched initially in selected markets in Europe
  + Equities and ETFs included in the offering
  + Further launches native apps and features in the pipeline
  + Presents important additional revenue opportunities

Continued focus on organic investment and targeted acquisitions

- Expand CFD offering geographically
- Introduce more new trading products
- Introduce new financial products
- Drive deeper customer engagement

Future strategic priorities

1. New Customers - Customers depositing for the first time
Operating review
H1 2021 Results – Operational Overview

Significant further positive momentum delivered

<table>
<thead>
<tr>
<th>Driven by our technology platform and operational delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Another very strong period of customer acquisition, supported by further investment in marketing technology</td>
</tr>
<tr>
<td>Continued high level of customer activity within the platform</td>
</tr>
<tr>
<td>Further growth in Active Customer base</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Continuing to manage high levels of platform usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Income of <strong>$379.2m</strong> (H2 2020: $440.6m)</td>
</tr>
<tr>
<td>Over <strong>33m</strong> customer trades (H2 2020: Over 35m)</td>
</tr>
<tr>
<td>Client deposits of <strong>$1.1bn</strong> (H2 2020: $1.2bn)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Significant numbers of Active Customers and New Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>333,940</strong> Active Customers (H2 2020: 278,566)</td>
</tr>
<tr>
<td><strong>136,980</strong> New Customers (H2 2020: 96,552)</td>
</tr>
<tr>
<td>Attractive ARPU¹ of <strong>$1,037</strong> (H2 2020: $1,107)</td>
</tr>
<tr>
<td>Moderate levels of AUAC² of <strong>$622</strong> (H2 2020: $988)</td>
</tr>
</tbody>
</table>

1. ARPU - Average Revenue Per User
2. AUAC - Average User Acquisition Cost
H1 2021 Financial Highlights

Financial Performance

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H2 2020</th>
<th>%</th>
<th>Q2 2021</th>
<th>Q2 2020</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue ($m)</td>
<td>346.2</td>
<td>308.3</td>
<td>12%</td>
<td>143.0</td>
<td>247.6</td>
<td>(42%)</td>
</tr>
<tr>
<td>EBITDA ($m)</td>
<td>187.6</td>
<td>154.1</td>
<td>22%</td>
<td>65.9</td>
<td>130.2</td>
<td>(49%)</td>
</tr>
<tr>
<td>EBITDA Margin</td>
<td>54%</td>
<td>50%</td>
<td>8%</td>
<td>46%</td>
<td>53%</td>
<td>(13%)</td>
</tr>
</tbody>
</table>

Financial Summary

- Extremely strong performance across key financial metrics:
  - Revenue of $346.2m, supported by high level of Customer Income
  - EBITDA of $187.6m
  - EPS\(^1\) of $1.62 (H2 2020: $1.73)
- Continued high Cash Conversion\(^2\) of 87% (H2 2020: 105%)

---

1. Refers to basic EPS
2. Operating cash conversion - Cash generated from operations / EBITDA
Key market trends

Plus500 well positioned to access significant market opportunities

<table>
<thead>
<tr>
<th>Market</th>
<th>Technology</th>
<th>Consumer</th>
<th>Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unprecedented market environment</td>
<td>Technology-focused behaviours</td>
<td>Emerging generation of traders</td>
<td>On-going regulatory focus</td>
</tr>
<tr>
<td>Major market opportunities exist</td>
<td>Digital channels increasingly accessible by customers</td>
<td>Creating a new global financial system</td>
<td>Compliant operators aligned with regulators to protect customers</td>
</tr>
</tbody>
</table>
Market leadership positions

Market Share in CFD Market

Leading industry positions in core markets for third year in a row:

- Fastest-growing trading platform in UK\(^1\)
- No.1 CFD provider in Germany\(^2\)
- No.1 CFD provider in Spain\(^3\)
- Best CFD mobile app in Australia\(^4\)

Leading in app installs and rankings:

- 10m+ Google Play installs\(^5\)
- “Top 100 finance apps” ranking in 30 countries on Google Play and in 41 countries on Apple Store\(^6\)

Customer feedback:

- “Customer service super helpful and efficient”
- “Love the app, very clear and well presented. I can’t praise their support team highly enough”

---

5. Google Play as at 27 July 2021.
Technology developments - product & systems

Further progress made in H1 2021

Continued investment in product and systems to ensure consistent customer-centric approach

Product
- ‘Plus500 Invest’ features
- Further app enhancements, including new ‘look and feel’ of user interface
- New educational tools
- Enhanced verification and payment processes

Mobile and tablet offering remain key customer access points during H1 2021

Systems
- Further implementation of Google Cloud Services, increasing system scalability

Revenues
- +82% of revenue generated through mobile and tablet offerings

Trades
- +78% of all customer trades on mobile or tablet devices

Incremental R&D investment of approximately $50m over the next 3 years to help develop new products and services, drive innovation and scale Plus500 technology
H1 2021 KPIs by region

Excellent performance compared with H2 2020

<table>
<thead>
<tr>
<th></th>
<th>Active Customers</th>
<th>% change</th>
<th>% proportion</th>
<th>New Customers</th>
<th>% change</th>
<th>% proportion</th>
<th>Revenue ($m)</th>
<th>% change</th>
<th>% proportion</th>
<th>ARPU ($)</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>46,862</td>
<td>3%</td>
<td>14%</td>
<td>19,647</td>
<td>14%</td>
<td>14%</td>
<td>42.5</td>
<td>11%</td>
<td>12%</td>
<td>906</td>
<td>8%</td>
</tr>
<tr>
<td>EEA (exc. UK)</td>
<td>193,398</td>
<td>28%</td>
<td>58%</td>
<td>79,015</td>
<td>76%</td>
<td>58%</td>
<td>159.5</td>
<td>44%</td>
<td>46%</td>
<td>825</td>
<td>13%</td>
</tr>
<tr>
<td>Australia</td>
<td>39,306</td>
<td>17%</td>
<td>12%</td>
<td>18,369</td>
<td>11%</td>
<td>13%</td>
<td>32.5</td>
<td>(33%)</td>
<td>10%</td>
<td>827</td>
<td>(43%)</td>
</tr>
<tr>
<td>ROW¹</td>
<td>54,374</td>
<td>12%</td>
<td>16%</td>
<td>19,949</td>
<td>12%</td>
<td>15%</td>
<td>111.7</td>
<td>1%</td>
<td>32%</td>
<td>2,055</td>
<td>(10%)</td>
</tr>
<tr>
<td>Total</td>
<td>333,940</td>
<td>20%</td>
<td></td>
<td>136,980</td>
<td>42%</td>
<td></td>
<td>346.2</td>
<td>12%</td>
<td></td>
<td>1,037</td>
<td>(6%)</td>
</tr>
</tbody>
</table>

High levels of Active Customers maintained across all regions

Another strong period of New Customer acquisition

Strong revenue performance, particularly in EEA

ARPU remained resilient

¹ ROW – Rest of World
Further details on KPIs by region can be found in appendices
Marketing Investment
Drives long term customer cohort value

- Targeted, efficient online marketing initiatives driven by Plus500 proprietary technology
- Sustained levels of investment in marketing technology capabilities continued in H1 2021
  - In particular big data optimisation and AI programmes
- Will continue to invest in marketing technology
  - To drive market share
  - To access opportunities to on-board New Customers at anticipated attractive return-on-investment
- On-going investment in offline marketing to drive brand awareness in key strategic markets
High Return on Marketing Investment

Long term revenue return consistently exceeds initial marketing investment

Of total registrations between 2015 and 2020

40,823 became New Customers\(^1\) in H1 2021

1. New Customers - Customers depositing for the first time
Strong revenue stream since IPO

Through periods of market movements and regulatory changes

- Crypto boom
- New ESMA regulations implemented
- COVID-19 pandemic
- New ASIC regulations implemented
On-going improvement in customer retention

Step up in Active Customer base, through periods of intensive market activity

“Customer experience” drives retention:

- Consistently high level of service delivered, despite higher volumes over last 18 months
- Customer requirements consistently met
- 24/7 localised customer service
- Continued product improvements
- Supported by significant investment in marketing technology to attract New Customers
- 29.3% Customer Churn\(^1\) in H1 2021
  (H1 2020: 8.3%, H2 2020: 44.6%)

---

1 Customer Churn = [(Active Customers (T) + New Customers (T+1)) - Active Customers (T+1)]/ Active Customers (T)

Active Customers, 2014 - 2021
Long term customer relationships

Revenue split by Customer Tenure

- Highlights strong, long term customer retention
- Long term, sustainable customer relationships, based on % share of H1 2021 revenue:
  - 31% of revenues from customers trading for 3+ years (2016: 15%)
  - 14% of revenues from customers trading for 5+ years (2016: 2%)
Financial overview
A significant track record of cash generation

Has enabled substantial shareholder returns since IPO

Supports our balanced approach to capital allocation:

Shareholder returns of $1.3bn since IPO through:
- Dividends
- Share buybacks
- Special dividends, as appropriate

Investment in growth:
- Organic growth, including $50m in R&D over next 3 years
- Targeted acquisitions
- Increased brand recognition

General business continuity and operations:
- Managing heightened platform usage
- Risk management
- Balance sheet
- Hedging
- Clearing

$2.1 billion
Cash generated from operations since IPO

99%
Average Operating Cash Conversion since IPO
Income Statement

Key Metrics ($m)

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H1 2020</th>
<th>% Change</th>
<th>H2 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>346.2</td>
<td>564.2</td>
<td>(39%)</td>
<td>308.3</td>
<td>12%</td>
</tr>
<tr>
<td>Selling and Marketing Expenses</td>
<td>131.4</td>
<td>179.4</td>
<td>(27%)</td>
<td>136.0</td>
<td>(3%)</td>
</tr>
<tr>
<td>Administrative and General Expenses</td>
<td>28.4</td>
<td>24.2</td>
<td>17%</td>
<td>19.3</td>
<td>47%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>187.6</td>
<td>361.8</td>
<td>(48%)</td>
<td>154.1</td>
<td>22%</td>
</tr>
<tr>
<td>EBITDA Margin</td>
<td>54%</td>
<td>64%</td>
<td>(16%)</td>
<td>50%</td>
<td>8%</td>
</tr>
<tr>
<td>Financing Income, net</td>
<td>2.3</td>
<td>2.6</td>
<td>(12%)</td>
<td>7.1</td>
<td>(68%)</td>
</tr>
<tr>
<td>Tax Expenses (Income)</td>
<td>23.6</td>
<td>43.2</td>
<td>(45%)</td>
<td>(20.0)</td>
<td>(218%)</td>
</tr>
<tr>
<td>Net Profit</td>
<td>165.1</td>
<td>320.0</td>
<td>(48%)</td>
<td>180.1</td>
<td>(8%)</td>
</tr>
</tbody>
</table>

Strong underlying revenue performance

Driven by Customer Income of $379.2m (H1 2020: $556.9m, H2 2020: $440.6m)

Drove resilient EBITDA performance

Supported by Plus500’s lean and flexible cost base

Net profit supported by updated tax status

12% Corporate tax rate for Plus500 Ltd. due to Plus500’s status as Preferred Technology Enterprise

1 As defined in the Law for the Encouragement of Capital Investments, 5719-1959
Cost profile

Key Elements ($m)

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H1 2020</th>
<th>% Change</th>
<th>H2 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising, technology and marketing investment</td>
<td>85.2</td>
<td>125.8</td>
<td>(32%)</td>
<td>95.3</td>
<td>(11%)</td>
</tr>
<tr>
<td>Processing costs</td>
<td>22.0</td>
<td>30.1</td>
<td>(27%)</td>
<td>22.9</td>
<td>(4%)</td>
</tr>
<tr>
<td>Payroll and related expenses</td>
<td>14.6</td>
<td>13.1</td>
<td>11%</td>
<td>12.9</td>
<td>13%</td>
</tr>
<tr>
<td>Variable bonuses</td>
<td>9.2</td>
<td>11.1</td>
<td>(17%)</td>
<td>0.5</td>
<td>1,740%</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>8.0</td>
<td>4.9</td>
<td>63%</td>
<td>8.3</td>
<td>(4%)</td>
</tr>
<tr>
<td>IT &amp; data feeds commissions</td>
<td>4.7</td>
<td>4.2</td>
<td>12%</td>
<td>4.2</td>
<td>12%</td>
</tr>
<tr>
<td>Professional and regulatory fees</td>
<td>9.4</td>
<td>8.6</td>
<td>9%</td>
<td>6.0</td>
<td>57%</td>
</tr>
<tr>
<td>Office expenses</td>
<td>1.6</td>
<td>1.2</td>
<td>33%</td>
<td>1.5</td>
<td>7%</td>
</tr>
<tr>
<td>Other costs</td>
<td>5.1</td>
<td>4.6</td>
<td>11%</td>
<td>3.7</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Total costs</strong></td>
<td><strong>159.8</strong></td>
<td><strong>203.6</strong></td>
<td><strong>(22%)</strong></td>
<td><strong>155.3</strong></td>
<td><strong>3%</strong></td>
</tr>
</tbody>
</table>

* Variable = advertising, technology and marketing investment, processing costs and variable bonuses

Relatively high level of marketing investment to support continued customer attraction and retention

Dynamic marketing investment to continue to be made in light of opportunities to drive ROI

Processing costs driven by continued high level of customer deposits
## Balance Sheet

### Key Metrics ($m)

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H1 2020</th>
<th>% Change</th>
<th>FY 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>722.5</td>
<td>587.8</td>
<td>23%</td>
<td>593.9</td>
<td>22%</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>35.3</td>
<td>14.8</td>
<td>139%</td>
<td>16.1</td>
<td>119%</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td><strong>757.8</strong></td>
<td><strong>602.6</strong></td>
<td><strong>26%</strong></td>
<td><strong>610.0</strong></td>
<td><strong>24%</strong></td>
</tr>
<tr>
<td>Non Current Assets</td>
<td>12.2</td>
<td>12.0</td>
<td>2%</td>
<td>10.2</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>770.0</strong></td>
<td><strong>614.6</strong></td>
<td><strong>25%</strong></td>
<td><strong>620.2</strong></td>
<td><strong>24%</strong></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>162.7</td>
<td>84.4</td>
<td>93%</td>
<td>57.5</td>
<td>183%</td>
</tr>
<tr>
<td>Non Current Liabilities</td>
<td>10.2</td>
<td>5.6</td>
<td>82%</td>
<td>7.1</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>172.9</strong></td>
<td><strong>90.0</strong></td>
<td><strong>92%</strong></td>
<td><strong>64.6</strong></td>
<td><strong>168%</strong></td>
</tr>
<tr>
<td>Equity</td>
<td>597.1</td>
<td>524.6</td>
<td>14%</td>
<td>555.6</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total Liabilities and Equity</strong></td>
<td><strong>770.0</strong></td>
<td><strong>614.6</strong></td>
<td><strong>25%</strong></td>
<td><strong>620.2</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>

**Plus500 remains debt-free**

No debt on balance sheet since being established in 2008

**Balance Sheet further strengthened**

Due to strong financial performance

**Well positioned to invest for the future**

Investment in growth opportunities and business continuity
## Cash Flow

### Key Metrics ($m)

#### Operating Activities:

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H1 2020</th>
<th>% Change</th>
<th>H2 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash generated from operations</td>
<td>163.4</td>
<td>385.0</td>
<td>(58%)</td>
<td>161.6</td>
<td>1%</td>
</tr>
<tr>
<td>Interest received, net</td>
<td>4.1</td>
<td>1.9</td>
<td>116%</td>
<td>3.3</td>
<td>24%</td>
</tr>
<tr>
<td>Income tax received (paid), net</td>
<td>7.9</td>
<td>(49.6)</td>
<td>(116%)</td>
<td>26.5</td>
<td>(70%)</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td><strong>175.4</strong></td>
<td><strong>337.3</strong></td>
<td><strong>(48%)</strong></td>
<td><strong>191.4</strong></td>
<td><strong>(8%)</strong></td>
</tr>
</tbody>
</table>

#### Net cash used in investing activities

|                                | (0.5)   | (0.2)   | 150%     | (0.1)   | 400%     |

#### Financing Activities:

<table>
<thead>
<tr>
<th></th>
<th>H1 2021</th>
<th>H1 2020</th>
<th>% Change</th>
<th>H2 2020</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment of principal in respect of leases liability</td>
<td>(1.0)</td>
<td>(0.9)</td>
<td>11%</td>
<td>(0.9)</td>
<td>11%</td>
</tr>
<tr>
<td>Acquisition of the Company’s shares by the Company</td>
<td>(42.5)</td>
<td>(38.9)</td>
<td>9%</td>
<td>(49.9)</td>
<td>(15%)</td>
</tr>
<tr>
<td>Dividend paid</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(141.6)</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Net cash used in financing activities</strong></td>
<td><strong>(43.5)</strong></td>
<td><strong>(39.8)</strong></td>
<td><strong>9%</strong></td>
<td><strong>(192.4)</strong></td>
<td><strong>(77%)</strong></td>
</tr>
<tr>
<td>Gains (losses) from exchange differences on cash &amp; cash equivalents</td>
<td>(2.8)</td>
<td>(2.4)</td>
<td>17%</td>
<td>7.2</td>
<td>(139%)</td>
</tr>
<tr>
<td><strong>Balance of cash and cash equivalents at end of the period</strong></td>
<td><strong>722.5</strong></td>
<td><strong>587.8</strong></td>
<td><strong>23%</strong></td>
<td><strong>593.9</strong></td>
<td><strong>22%</strong></td>
</tr>
</tbody>
</table>

---

**Continued strong cash generation - operating cash conversion of 87%**  
(H2 2020: 105%)

Driven by EBITDA performance and low capital intensive nature of Plus500

**Significant increase in cash balances to $722.5m**

Driven by strong cash generation

**Cash generative business dynamics help to drive shareholder returns**

$84.9m declared in H1 2021 as final and special dividends  
$42.5m spent in H1 2021 on share buybacks
Outlook
Outlook and guidance

The Board remains confident about the outlook for Plus500

Our vision:
+ “Enabling simplified, universal access to financial markets”
+ Evolving to a global multi-asset fintech group

Revenue outlook:
+ Significant positive momentum achieved
+ Board expects revenue to be significantly ahead of current compiled analysts’ consensus forecasts

Our strategic enablers:
+ Market-leading proprietary technology platform
+ Flexible and scalable business model
+ Diversified product portfolio
+ Robust financial position
+ Organic investment
+ Targeted acquisitions

Medium to long term outlook:
+ Plus500 remains well positioned to deliver sustainable growth over the medium to long term
Q&A
Plus500 as a global multi-asset fintech group

“Evolving from a technology company solely focused on CFDs to a global multi-asset fintech group”

Structure of Plus500 in 5 years

- CFD offering
  - Current markets
  - New markets
- Share dealing
- Futures trading
- New additional financial products

New Monetisation and Retention Technologies
## Active Customer and New Customer KPIs

### H1 2021 vs H1 2020 and H2 2020

<table>
<thead>
<tr>
<th></th>
<th>Active Customers</th>
<th></th>
<th>New Customers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>H1 21</td>
<td>H1 20</td>
<td>% change</td>
<td>H1 21</td>
</tr>
<tr>
<td>UK</td>
<td>46,862</td>
<td>54,309</td>
<td>(14%)</td>
<td>46,862</td>
</tr>
<tr>
<td>EEA (exc. UK)</td>
<td>193,398</td>
<td>182,337</td>
<td>6%</td>
<td>193,398</td>
</tr>
<tr>
<td>Australia</td>
<td>39,306</td>
<td>35,363</td>
<td>11%</td>
<td>39,306</td>
</tr>
<tr>
<td>Rest of World</td>
<td>54,374</td>
<td>56,400</td>
<td>(4%)</td>
<td>54,374</td>
</tr>
<tr>
<td>Total</td>
<td>333,940</td>
<td>328,409</td>
<td>2%</td>
<td>333,940</td>
</tr>
</tbody>
</table>
## Revenue and ARPU

### H1 2021 vs H1 2020 and H2 2020

<table>
<thead>
<tr>
<th></th>
<th>Revenue ($m)</th>
<th>ARPU ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>H1 21</td>
<td>H1 20</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>42.5</td>
<td>71.7</td>
</tr>
<tr>
<td><strong>EEA (exc. UK)</strong></td>
<td>159.5</td>
<td>254.8</td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td>32.5</td>
<td>63.3</td>
</tr>
<tr>
<td><strong>Rest of World</strong></td>
<td>111.7</td>
<td>174.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>346.2</td>
<td>564.2</td>
</tr>
</tbody>
</table>
## Active Customer and New Customer KPIs

### Q2 2021 vs Q2 2020

<table>
<thead>
<tr>
<th>Country</th>
<th>Active Customers</th>
<th>New Customers</th>
<th>Revenue ($m)</th>
<th>ARPU ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q2 21</td>
<td>Q2 20</td>
<td>% change</td>
<td>Q2 21</td>
</tr>
<tr>
<td>UK</td>
<td>25,879</td>
<td>44,630</td>
<td>(42%)</td>
<td>5,797</td>
</tr>
<tr>
<td>EEA (exc. UK)</td>
<td>125,768</td>
<td>146,547</td>
<td>(14%)</td>
<td>27,196</td>
</tr>
<tr>
<td>Australia</td>
<td>22,613</td>
<td>27,738</td>
<td>(18%)</td>
<td>7,094</td>
</tr>
<tr>
<td>Rest of World</td>
<td>35,205</td>
<td>45,642</td>
<td>(23%)</td>
<td>7,487</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>209,465</strong></td>
<td><strong>264,557</strong></td>
<td><strong>(21%)</strong></td>
<td><strong>47,574</strong></td>
</tr>
</tbody>
</table>

ARPU ($): Average Revenue Per User
Disclaimer

The Presentation does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any shares or other securities of the Company, nor shall it (or any part of it), or the fact of its distribution, form the basis of, or be relied on in connection with or as any inducement to enter into, any contract whatsoever relating to any securities.

The Presentation is being made, supplied and directed only at persons in member states of the European Economic Area who are qualified investors within the meaning of Article 21(1)(e) of the Prospectus Regulation (EU) 2017/1129; or if in the United Kingdom, persons who are qualified investors, being persons falling within the meaning of article 2(e) of Prospectus Regulation (EU) 2017/1129 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 and who are persons who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (investment professionals) or (b) fall within Article 49(2)(a) to (d) of that Order (high net worth companies, unincorporated associations etc.) (all such persons being “Relevant Persons”). Any person who is not a Relevant Person may not review the Presentation and should not act or rely on this document or any of its contents. Any investment or investment activity to which the Presentation relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.

The Presentation is provided for general information only and does not purport to contain all the information that may be required to evaluate the Company or its securities and does not replace the information included in the Company Reports which may be found at: https://www.plus500.com/Investors/CompanyReports. The information in the Presentation is provided as at the date of the Presentation (unless stated otherwise) and is subject to updating, completion, revision and is not independently verified. No reliance may be placed for any purpose whatever on the information or opinions contained or expressed in the Presentation or on the accuracy, completeness or fairness of such information and opinions.

To the extent permitted by law or regulation, no undertaking, representation or warranty or other assurance, express or implied, is made or given by or on behalf of the Company or any respective parent or subsidiary undertakings or the subsidiary undertakings of any such parent undertakings or any of their respective directors, officers, partners, employees, agents, affiliates, representatives or advisors, or any other person, as to the accuracy, completeness or fairness of the information or opinions contained in the Presentation. Save in the case of fraud, no responsibility or liability is accepted by any person for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred, however arising, directly or indirectly, from any use of, as a result of the reliance on, or otherwise in connection with, the Presentation. In addition, no duty of care or otherwise is owed by any such person to recipients of the Presentation or any other person in relation to the Presentation.

Nothing in the Presentation is, or should be relied on as, a promise or representation as to the future. The Presentation includes certain statements, estimates and projections provided by the Company in relation to strategies, plans, intentions, expectations, objectives and anticipated future performance of the Company and its subsidiaries. In particular, unless otherwise specifically stated, the financial information in the Presentation has not been audited or reviewed to any extent.

The Presentation contains statements that are or may be forward-looking statements. All statements other than statements of historical facts included in the Presentation may be forward-looking statements, including statements that relate to the Company’s future prospects, developments and strategies.

The Company does not accept any responsibility for the accuracy or completeness of any information reported by the press or other media, nor the fairness or appropriateness of any forecasts, views or opinions express by the press or other media regarding the Group. The Company makes no representation as to the appropriateness, accuracy, completeness or reliability of any such information or publication.

Forward-looking statements are identified by their use of terms and phrases such as “believe”, “targets”, “expects”, “aim”, “anticipate”, “projects”, “would”, “could”, “envisage”, “estimate”, “intend”, “may”, “plan”, “will” or the negative of those, variations or comparable expressions, including references to assumptions. The forward looking statements in the are based on current Presentation expectations and are subject to known and unknown risks and uncertainties that could cause actual results, performance and achievements to differ materially from any results, performance or achievements expressed or implied by such forward-looking statements. Factors that may cause actual results to differ materially from those expressed or implied by such forward looking statements include, but are not limited to, those described in the risk factors. These forward-looking statements are based on numerous assumptions regarding the present and future business strategies of such entity and the environment in which each will operate in the future. All subsequent oral or written forward-looking statements attributed to the Company or any persons acting on its behalf are expressly qualified in their entirety by the cautionary statement above.

Each forward-looking statement speaks only as at the date of the Presentation. Except as required by law, regulatory requirement, the Listing Rules and the Disclosure Guidance and Transparency Rules, neither the Company nor any other party intends to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise.

By their nature, such statements, estimates and projections involve risk and uncertainty since they are based on various assumptions made by the Company concerning anticipated results which may or may not prove to be correct and because they may relate to events and depend on circumstances that may or may not occur in the future and may be beyond the Company's ability to control or predict. No representations or warranties of any kind are made by any person as to the accuracy of such statements, estimates or projections, or that any of the events expressed or implied in any such statements, estimates or projections will actually occur. The Company is not under any obligation, and expressly disclaims any intention, to update or revise any such statements, estimates or projections. No statement in the Presentation is intended as a profit forecast or a profit estimate.

All charts and graphs contained in this Presentation are graphical representations of the underlying data to which each chart or graph relates and have been included to aid interpretation of such data and are therefore included for illustrative purposes only.

The Presentation does not constitute or form part of an offer or invitation to issue or sell, or the solicitation of an offer to subscribe or purchase, any securities to any person in any jurisdiction to whom or in which such offer or solicitation is unlawful, and, in particular, is not for distribution in or into Australia, Canada, Israel, Japan, the Republic of South Africa or the United States of America.