H1 2022 INTERIM RESULTS
London Stock Exchange symbol: PLUS

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

17 August 2022
HI 2022 – ANOTHER OUTSTANDING PERFORMANCE

CONTINUED STRONG DELIVERY

Customer KPIs
- Strong base of Active Customers
- Plus500 continues to lead the OTC core product offering space in key strategic markets
- More than 23 million registered customers to contribute future performance
- Continued strong execution in attracting and on-boarding New Customers

Financial Performance
- Excellent revenue, EBITDA and cash conversion performance
- Strong balance sheet and high levels of cash balances, with no debt or loans
- Financially well positioned to manage increased levels of operation
- Continued delivery of significant shareholder returns

Governance & Sustainability
- Further diversification of Board composition, including gender diversity
- Chair and Directors continue to add significant value in guiding the business and over-seeing its strategy
- Sustainability efforts include enhanced focus on customer care and education

Strategy
- Continued development of Plus500’s position as a global multi-asset fintech group in new and existing markets
- Continued development of market position in US futures
- Driven by further technological developments
- Supported by on-going organic investments and targeted acquisitions

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1. Active Customers – customers who made at least one real money trade during the period
2. OTC (‘Over-the-Counter’) product offering is the Group’s definition of its core CFD (‘Contracts for Difference’) product offering
3. New Customers – customers depositing for the first time
PLUS500 – WELL POSITIONED AS A GLOBAL MULTI-ASSET FINTECH GROUP

CONTINUE BUILDING ON OUR TRACK RECORD OF DELIVERY

- High value, long term and sizeable customer base
- Market-leading proprietary technology – marketing, operations and product
- Very robust financial position
- Flexible and scalable business model and cost base
- Range of compelling growth opportunities
- Diversified product portfolio and geographic footprint
OUR PROPRIETARY TECHNOLOGY DRIVES OUR BUSINESS

ON-GOING INVESTMENT IN OUR TECHNOLOGY TO HELP DRIVE FUTURE GROWTH

Front End and Back End
CRM
Cashier Technology
Marketing Technology AI & Big Data

Systems Architecture
Automated Verification Technologies
Analysis Tools
Risk Management Technology

PLUS500 PRODUCTS
Supported by highly regulated operations

Plus500: It's Trading With A Plus
MAJOR GROWTH OPPORTUNITIES FOR PLUS500

KEY FOCUS AREAS

New Products  
New Markets  
Increased Momentum in Strategic Markets  
Deepening Customer Engagement
THE US OPPORTUNITY

DISRUPTING THE US FUTURES MARKET

RETAIL OPPORTUNITY
Intuitive and innovative new trading platform for substantial retail trading market

INSTITUTIONAL OPPORTUNITY
Strategic position built as a market infrastructure provider – supporting clients with brokerage-execution and clearing services

Plus500 IT’S TRADING WITH A PLUS
OPERATING REVIEW
KEY OPERATIONAL DRIVERS:
+ Strength, capability and resilience of our proprietary technology
+ Continued investment in our technology and our people
+ Deeper engagement with our long term, high value customers

OPERATIONAL OUTPUTS:
+ 82% of OTC revenue derived from customers trading with Plus500 for over a year
+ Increased customer duration on OTC trading platform
+ On-going customer loyalty – client deposits of $1.2bn
+ Mobile-led approach continues – 85% of OTC revenue generated from mobile or tablet devices
**OUTSTANDING PERFORMANCE IN H1 2022**

**Strong EBITDA performance**

**Flexible cost base**

**Consistently high cash generation and conversion**

**Robust balance sheet maintained**

**Plus500 continues to hold no debt or loans**

**EBITDA** ($M)

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</thead>
<tbody>
<tr>
<td>151.0</td>
<td>259.2</td>
<td>506.0</td>
<td>192.3</td>
<td>515.9</td>
<td>387.1</td>
<td>305.3</td>
</tr>
</tbody>
</table>

**Revenue** ($M)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>327.9</td>
<td>437.2</td>
<td>720.4</td>
<td>354.5</td>
<td>872.5</td>
<td>718.7</td>
<td>511.4</td>
</tr>
</tbody>
</table>

**Earnings per share** (Basic) ($)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>$1.02</td>
<td>$1.75</td>
<td>$3.33</td>
<td>$1.35</td>
<td>$4.71</td>
<td>$3.06</td>
<td>$2.46</td>
</tr>
</tbody>
</table>
## H1 2022 KPIs BY REGION

### OUTSTANDING PERFORMANCE ACROSS GEOGRAPHIES

<table>
<thead>
<tr>
<th></th>
<th>Active Customers</th>
<th>% proportion</th>
<th>New Customers</th>
<th>% proportion</th>
<th>Revenue ($m)</th>
<th>% proportion</th>
<th>ARPU(^2) ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>27,135</td>
<td>12%</td>
<td>7,746</td>
<td>14%</td>
<td>66.8</td>
<td>13%</td>
<td>2,461</td>
</tr>
<tr>
<td>EEA</td>
<td>128,327</td>
<td>59%</td>
<td>33,274</td>
<td>58%</td>
<td>234.0</td>
<td>46%</td>
<td>1,824</td>
</tr>
<tr>
<td>Australia</td>
<td>21,016</td>
<td>10%</td>
<td>5,653</td>
<td>10%</td>
<td>40.5</td>
<td>8%</td>
<td>1,926</td>
</tr>
<tr>
<td>RoW(^1)</td>
<td>40,450</td>
<td>19%</td>
<td>10,602</td>
<td>18%</td>
<td>170.1</td>
<td>33%</td>
<td>4,205</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>216,928</strong></td>
<td><strong>100%</strong></td>
<td><strong>57,275</strong></td>
<td><strong>100%</strong></td>
<td><strong>511.4</strong></td>
<td><strong>100%</strong></td>
<td><strong>2,357</strong></td>
</tr>
</tbody>
</table>

1. RoW – Rest of World  
2. ARPU – Average Revenue Per User

- Active Customer base remains robust
- Very strong ARPU\(^2\) performance, thanks to Plus500 superior technological offering
- Strong level of New Customers with a long term value

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Plus500
IT'S TRADING WITH A PLUS
Leading industry positions in core OTC markets – No.1 provider in:
- UK
- Germany
- Spain

Building strategic market position in US futures market:
- Developing position as market infrastructure provider
- Launching tailored product for retail market

MARKET POSITIONS

Leaning industry positions in core OTC markets – No.1 provider in:

<table>
<thead>
<tr>
<th>Country</th>
<th>OTC Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>Plus500: 18%</td>
</tr>
<tr>
<td></td>
<td>Next largest provider: 16%</td>
</tr>
<tr>
<td>Germany</td>
<td>Plus500: 16%</td>
</tr>
<tr>
<td></td>
<td>Next largest provider: 15%</td>
</tr>
<tr>
<td>Spain</td>
<td>Plus500: 18%</td>
</tr>
<tr>
<td></td>
<td>Next largest provider: 15%</td>
</tr>
</tbody>
</table>

CUSTOMER FEEDBACK

“Very fast and extremely helpful customer service”

“Plus500 customer service are always quick and friendly”

MARKET position data source: 2022 Investment Trends Leverage Trading Reports for UK, Germany and Spain
Targeted, efficient online marketing initiatives driven by Plus500 proprietary technology.

Continued strong investment levels in marketing technology.

Supported by investment in global advertising campaign to drive brand awareness in key strategic markets.
Long term, sustainable customer relationships— a key value driver for Plus500

Product diversification enables continued customer longevity

Supported by new customer retention initiatives, including Premium Service

Long term, sustainable customer relationships – a key value driver for Plus500

Product diversification enables continued customer longevity

Supported by new customer retention initiatives, including Premium Service
LONG TERM CUSTOMER LOYALTY

DRIVEN BY CUSTOMER ENGAGEMENT INITIATIVES

A long term customer base: OTC customers trading with Plus500 for >1 year (% of total OTC revenue)

- Supported by investment in AI & Big data retention technologies
- New Premium Service
- Supported by high value customers
Global Advertising Campaign to build brand awareness in key strategic markets

Technological Approach optimises our marketing investment and drives ROI

Event tracking
Real time optimisation
Marketing Machine
Performance & statistics
Marketing ads review
Traffic trends & segmentations
HIGH RETURN ON MARKETING INVESTMENT

DELIVERING CONSISTENT REVENUE RETURNS

Cumulative Return from OTC Registrations ($m)

2018 REGISTRATIONS AND CUMULATIVE RETURNS
- Cumulative cohort revenue
- Marketing investment

2019 REGISTRATIONS AND CUMULATIVE RETURNS
- Cumulative cohort revenue
- Marketing investment

2020 REGISTRATIONS AND CUMULATIVE RETURNS
- Cumulative cohort revenue
- Marketing investment

2021 REGISTRATIONS AND CUMULATIVE RETURNS
- Cumulative cohort revenue
- Marketing investment

Plus500 IT’S TRADING WITH A PLUS
FINANCIAL OVERVIEW
## INCOME STATEMENT

### KEY METRICS ($M)

<table>
<thead>
<tr>
<th></th>
<th>HI 2022</th>
<th>HI 2021</th>
<th>% Change</th>
<th>H2 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>511.4</td>
<td>346.2</td>
<td>48%</td>
<td>372.5</td>
<td>37%</td>
</tr>
<tr>
<td>Selling and Marketing Expenses</td>
<td>169.5</td>
<td>131.4</td>
<td>29%</td>
<td>148.4</td>
<td>14%</td>
</tr>
<tr>
<td>Administrative and General Expenses</td>
<td>38.3</td>
<td>28.4</td>
<td>35%</td>
<td>25.9</td>
<td>48%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>305.3</td>
<td>187.6</td>
<td>63%</td>
<td>199.5</td>
<td>53%</td>
</tr>
<tr>
<td>EBITDA Margin</td>
<td>60%</td>
<td>54%</td>
<td>11%</td>
<td>54%</td>
<td>11%</td>
</tr>
<tr>
<td>Financing Income (expense), net</td>
<td>9.0</td>
<td>2.3</td>
<td>291%</td>
<td>(0.5)</td>
<td>(1,900%)</td>
</tr>
<tr>
<td>Tax Expenses</td>
<td>68.5</td>
<td>23.6</td>
<td>190%</td>
<td>52.2</td>
<td>31%</td>
</tr>
<tr>
<td>Net Profit</td>
<td>244.1</td>
<td>165.1</td>
<td>48%</td>
<td>145.5</td>
<td>68%</td>
</tr>
</tbody>
</table>

**Outstanding revenue performance**
Driven by strong level of trading activity

**Drove another excellent EBITDA performance**
Supported by Plus500’s lean and flexible cost base

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Outstanding revenue performance
Driven by strong level of trading activity

Drove another excellent EBITDA performance
Supported by Plus500’s lean and flexible cost base
# COST PROFILE

## KEY ELEMENTS OF OUR COST BASE ($M)

<table>
<thead>
<tr>
<th>Category</th>
<th>HI 2022</th>
<th>FY 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising, technology and marketing investment</td>
<td>82.5</td>
<td>172.1</td>
<td>(52%)</td>
</tr>
<tr>
<td>Commissions to processing companies</td>
<td>23.7</td>
<td>40.8</td>
<td>(42%)</td>
</tr>
<tr>
<td>Payroll and related expenses</td>
<td>19.7</td>
<td>33.0</td>
<td>(40%)</td>
</tr>
<tr>
<td>Variable bonuses</td>
<td>15.9</td>
<td>14.2</td>
<td>12%</td>
</tr>
<tr>
<td>Share-based compensation</td>
<td>7.2</td>
<td>11.7</td>
<td>(38%)</td>
</tr>
<tr>
<td>Server &amp; data feeds commissions</td>
<td>8.4</td>
<td>11.7</td>
<td>(28%)</td>
</tr>
<tr>
<td>Professional and regulatory fees</td>
<td>12.6</td>
<td>18.5</td>
<td>(32%)</td>
</tr>
<tr>
<td>Depreciation and amortisation</td>
<td>1.7</td>
<td>2.5</td>
<td>(32%)</td>
</tr>
<tr>
<td>Other costs</td>
<td>36.1</td>
<td>29.6</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Total costs</strong></td>
<td><strong>207.8</strong></td>
<td><strong>334.1</strong></td>
<td><strong>(38%)</strong></td>
</tr>
</tbody>
</table>

Marketing investment continues to reflect efficiency

Other Costs including US operation related expenses and one time brand campaign related costs
COST PROFILE

OUR COST BASE

FLEXIBLE AND LEAN COST STRUCTURE

- 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
- Commissions to processing companies driven by continued high level of customer deposits
# BALANCE SHEET

## KEY LINE ITEMS ($M)

<table>
<thead>
<tr>
<th></th>
<th>HI 2022</th>
<th>HI 2021</th>
<th>% Change</th>
<th>FY 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash and Cash Equivalents</strong></td>
<td>995.5</td>
<td>722.5</td>
<td>38%</td>
<td>749.5</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Other Current Assets</strong></td>
<td>24.9</td>
<td>35.3</td>
<td>(29%)</td>
<td>32.7</td>
<td>(24%)</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>1,020.4</td>
<td>757.8</td>
<td>35%</td>
<td>782.2</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Non Current Assets</strong></td>
<td>52.1</td>
<td>12.2</td>
<td>327%</td>
<td>40.6</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>1,072.5</td>
<td>770.0</td>
<td>39%</td>
<td>822.8</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>HI 2022</th>
<th>HI 2021</th>
<th>% Change</th>
<th>FY 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td>262.3</td>
<td>162.7</td>
<td>61%</td>
<td>157.0</td>
<td>67%</td>
</tr>
<tr>
<td><strong>Non Current Liabilities</strong></td>
<td>11.9</td>
<td>10.2</td>
<td>17%</td>
<td>4.5</td>
<td>164%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>274.2</td>
<td>172.9</td>
<td>59%</td>
<td>161.5</td>
<td>70%</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>798.3</td>
<td>597.1</td>
<td>34%</td>
<td>661.3</td>
<td>21%</td>
</tr>
<tr>
<td><strong>Total Liabilities and Equity</strong></td>
<td>1,072.5</td>
<td>770.0</td>
<td>39%</td>
<td>822.8</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Plus500 remains debt-free**  
No debt on balance sheet since inception

**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 LINE ITEMS ($M)**

<table>
<thead>
<tr>
<th>OPERATING ACTIVITIES:</th>
<th>HI 2022</th>
<th>HI 2021</th>
<th>% Change</th>
<th>FY 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash generated from operations</td>
<td>344.9</td>
<td>163.4</td>
<td>111%</td>
<td>383.0</td>
<td>(10%)</td>
</tr>
<tr>
<td>Interest received, net</td>
<td>2.2</td>
<td>4.1</td>
<td>(46%)</td>
<td>6.2</td>
<td>(65%)</td>
</tr>
<tr>
<td>Income tax received (paid), net</td>
<td>(32.9)</td>
<td>7.9</td>
<td>(516%)</td>
<td>16.3</td>
<td>(302%)</td>
</tr>
<tr>
<td><strong>Net cash provided by operating activities</strong></td>
<td><strong>314.2</strong></td>
<td><strong>175.4</strong></td>
<td><strong>79%</strong></td>
<td><strong>405.5</strong></td>
<td><strong>(23%)</strong></td>
</tr>
</tbody>
</table>

| INVESTING ACTIVITIES: | | | | |
|-----------------------| | | | |
| Acquisition of subsidiaries, net of cash acquired | (4.6) | - | n/a | (32.5) | (86%) |
| Purchase of property, plant and equipment | (0.3) | (0.5) | (40%) | (0.8) | (63%) |
| **Net cash used in investing activities** | **(4.9)** | **(0.5)** | **880%** | **(33.3)** | **(85%)** |

| FINANCING ACTIVITIES: | | | | |
|-----------------------| | | | |
| Payment of principal in respect of leases liability | (1.1) | (1.0) | 10% | (2.0) | (45%) |
| Acquisition of the Company’s shares by the Company | (51.7) | (42.5) | 22% | (64.9) | (20%) |
| Dividend paid | - | - | n/a | (144.9) | (100%) |
| **Net cash used in financing activities** | **(52.8)** | **(43.5)** | **21%** | **(211.8)** | **(75%)** |
| Losses from exchange differences on cash & cash equivalents | (10.5) | (2.8) | 275% | (4.8) | 119% |
| **Balance of cash and cash equivalents at end of the period** | **995.5** | **722.5** | **38%** | **749.5** | **33%** |

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**Continued increase in cash balances to $995.5m at period end**

Driven by strong cash generation

**Continued strong cash generation - operating cash conversion of 113% (HI 2021: 87%)**

Driven by strong EBITDA performance and low capital intensive nature of Plus500

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

$59.9m declared in HI 2022 as final and special dividends and paid in July 2022

$51.7m spent in HI 2022 on share buybacks

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1. Operating Cash Conversion - Cash generated from operations / EBITDA
OUR APPROACH TO CAPITAL ALLOCATION

REQUIRED REGULATORY CAPITAL AND ADDITIONAL RISK MANAGEMENT CAPITAL:

- Regulatory Capital
- Working Capital
- Risk Management & Hedging
- Clearing

As at 30 June 2022

CURRENT SURPLUS CAPITAL:

- Growth Opportunities
  - Through organic investments and targeting additional acquisitions
- Shareholder Returns
  - Through share buybacks and dividends

As at 30 June 2022

OF REQUIRED CAPITAL – COVERING:

- c.$525M*
- c.$470M* TO BE INVESTED IN:
Updated shareholder returns policy – increased share buyback momentum:

- At least 50% of net profits will continue to be paid to shareholders through dividends and share buybacks on a half-yearly basis.
- From H2 2022, at least 50% of shareholder returns to be made by way of share buybacks in line with preference for share buybacks highlighted by major Plus500 shareholders.
- Special share buybacks, or other distributions, will also be considered on a half-yearly basis.
OUTLOOK:

Following several positive upgrades to market expectations related to Plus500’s financial performance, which took place earlier this year, the Board remains optimistic about the Group’s performance for FY 2022 and beyond.

MEDIUM TO LONG TERM VIEW:

- Plus500 will continue to pursue major growth opportunities, through organic investments and by actively targeting acquisitions.
- The Group remains well-positioned to deliver sustainable growth over the medium and long term as a global multi-asset fintech group.
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