

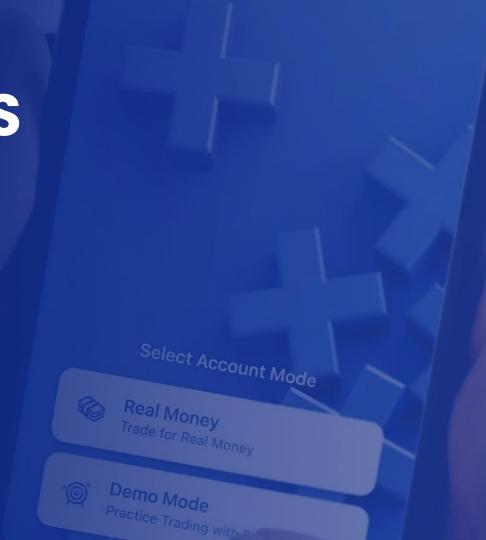
PRELIMINARY RESULTS FY 2023

London Stock Exchange symbol: PLUS

Presented by:

David Zruia, Chief Executive Officer

Elad Even-Chen, Chief Financial Officer



AGENDA



OVERVIEW



OPERATING REVIEW



TECHNOLOGY



FINANCIAL OVERVIEW



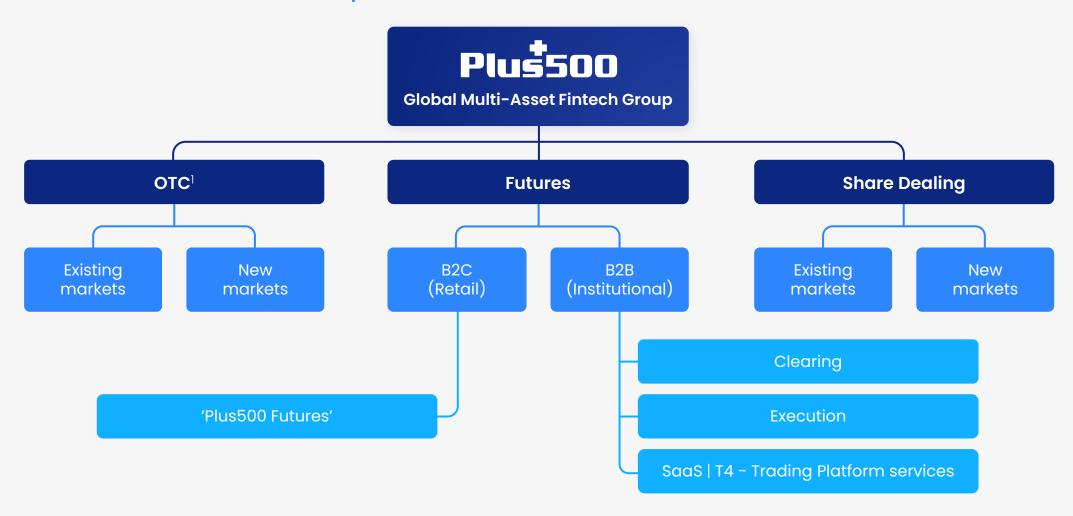
SUMMARY & OUTLOOK



Plus 500 IT'S TRADING WITH A PLUS

THE PLUS500 OF TODAY

A MARKET-LEADING, DIVERSIFIED GLOBAL MULTI-ASSET FINTECH GROUP





PLUS500 BUSINESS MODEL

OUR ENDURING SUCCESS IS BUILT ON STRONG FOUNDATIONS

Our technology

Powers our products, operations and marketing

- + Proprietary, wholly owned, managed and operated by Plus500
- + Significant investment in R&D to drive continued innovation
- + Enables a best in class mobile offering
- Supports our continued compliance with regulatory standards
- Superior back end technologies to enable scale and future growth

Our customer-centric approach

Our agile business model

- + Unique edge in attracting and retaining customers through multiple channels
- + Proven business model serving customers globally for over a decade
- + Strong brand and reputation
- + Continued focus on customer care & protection
- + Drives attractive ROL

Our leadership, people and culture

Technological expertise embedded across the business

- + Highly skilled leadership team with long-standing experience in technology and financial services
- + Strong track record in attracting and retaining the best technology talents
- + Entrepreneurial, high performance culture

Our economic model

Financial drivers

- + Established business model, strong balance sheet, and debt-free since inception
- * Revenue components per line of business:

OTC

- + Customer Income¹
- + Customer Trading Performance², to be broadly neutral over time

Futures

- + B2B Commissions based
- + B2C Commissions based

Share dealing

+ Commissions based



PLUS500'S COMPETITIVE ADVANTAGES AND DIFFERENTIATORS





FY 2023 - STRONG PERFORMANCE

DRIVING GROWTH AND REINFORCING OUR FINANCIAL POSITION



STRONG FINANCIAL PERFORMANCE

\$726.2M

Revenue

47%
EBITDA Margin

\$340.5M

EBITDA¹

\$271.4M

Net Profit



FOCUS ON HIGHER VALUE CUSTOMERS

c.\$10,300

Average deposit per Active Customer \$3,116

ARPU²

\$1,489

AUAC³

233,037

Active Customers⁴



ENHANCED CUSTOMER-CENTRIC APPROACH

MONETISATION, ACTIVATION AND RETENTION INITIATIVES









ESG AT THE HEART OF OUR BUSINESS

REMAINING FOCUSED ON OUR KEY ESG PRIORITIES

Environment

- * TCFD1 report embedded as part of the Annual Report
- * Adoption of Environmental Policy
- + Carbon negative target by 2030
- * Targeting more efficient data centre and server energy usage



Governance

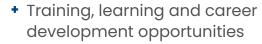
- + Highly skilled, experienced and diverse Board
- + Professor Jacob A. Frenkel as Chairman of the Board
- + Focus on balance and diverse skill set at Board level



Customers

- + Free unlimited demo account
- + Customer care and protection remains a key priority
- Diverse range of educational tools
- + Successful take-up of 'Trading Academy' and '+Insights'

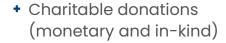
People





- + Continued commitment to equal opportunities and diversity
- + Great focus on gender diversification across the Group

Communities





* Employee volunteering





Plus 500 IT'S TRADING WITH A PLUS

DELIVERING ON LONGER TERM BUSINESS PLAN



STRENGTHS TO GENERATE SUSTAINED VALUE CREATION











PLUS500 - FUTURES BUSINESS



PLUS500'S TECHNOLOGY AND FINANCIAL STRENGTH ENABLE A SUPERIOR FUTURES OFFERING



Advanced trading platforms



Dedicated backend solutions





International agile support service



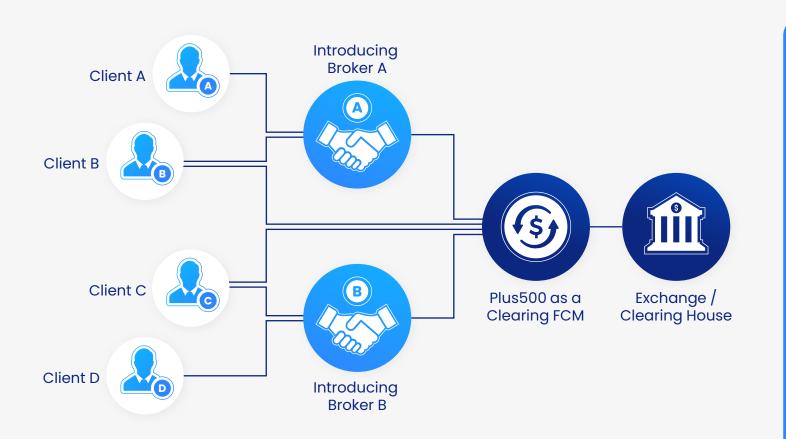
Comprehensive clearing capabilities



Plus 500 IT'S TRADING WITH A PLUS

UNDERSTANDING THE FUTURES MARKET

A VIEW OF HOW THE FUTURES MARKET LOOKS





Plus500 has developed 'Plus500 Futures' a new US futures trading platform for retail customers

The platform provides access to execute and clear trades at the desired exchanges

'Plus500 Futures' proprietary technology facilitates innovative operational services

FY 2023 **OPERATING OVERVIEW**

PROVEN ABILITY TO ATTRACT, RETAIN AND DEEPEN RELATIONSHIPS WITH HIGHER VALUE CUSTOMERS TO FOSTER INCREASED VALUE CREATION

KEY OPERATIONAL DRIVERS

OPERATIONAL OUTPUTS



Our proprietary technology



59% of OTC revenue derived from customers trading with Plus500 for over three years



Continued investment in our people



Customer deposits of \$2.4bn, highlighting scalability and on-going customer loyalty and trust in Plus500



Deeper engagement with our long term, high value customers



+87% of OTC revenue generated from **mobile or tablet devices**

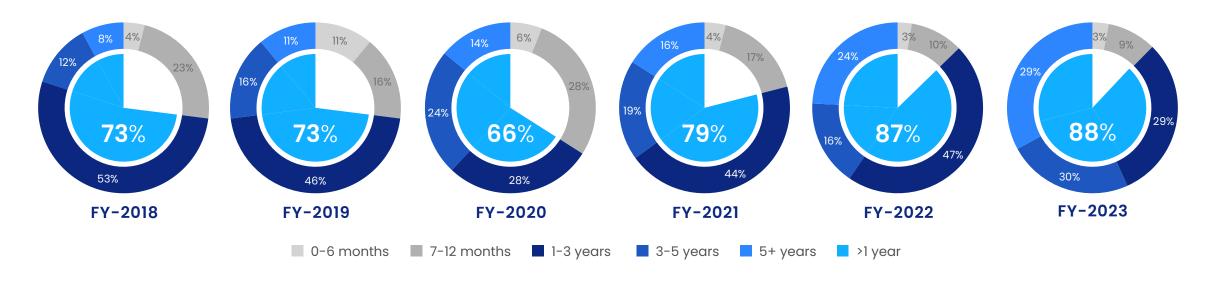


Major focus on product development



PLUS500'S LONG TERM CUSTOMER LOYALTY AND RELATIONSHIPS

OTC REVENUE SPLIT BY CUSTOMER TENURE





Long term customer relationships – a key value driver for Plus500



enables continued customer longevity



Retention initiatives including Premium Service



Significant increase in longevity of Plus500's customer base



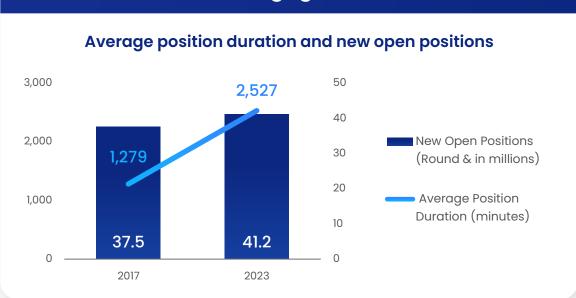
DIVERSIFIED CORE PRODUCT OFFERING

PLUS500'S HIGHLY ESTABLISHED PROPOSITION



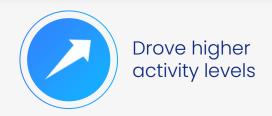


Evidence of impact of OTC customer engagement initiatives





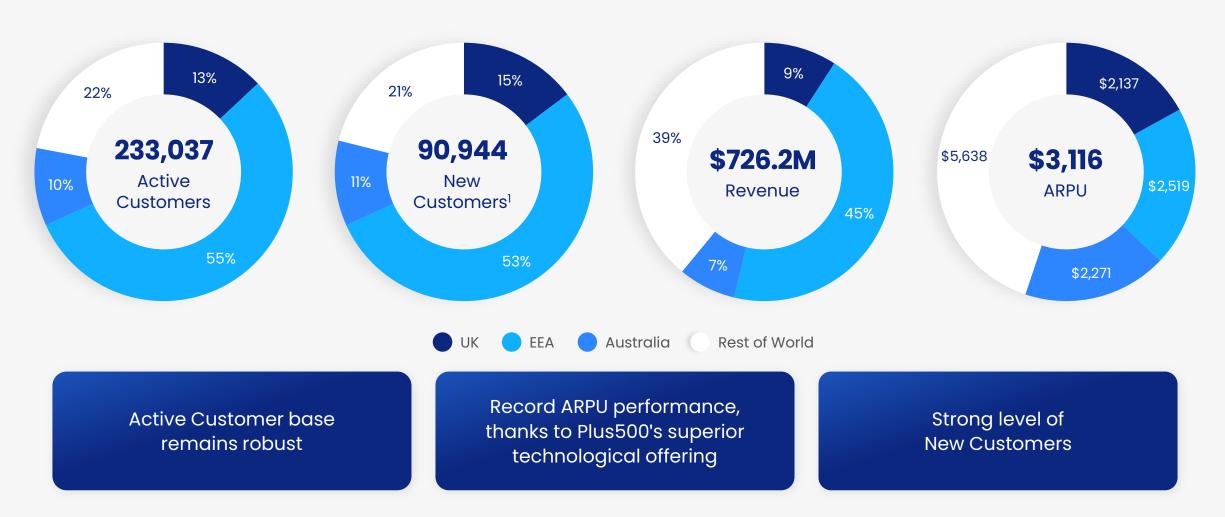






FY 2023 KPIs BY REGION

OUTSTANDING PERFORMANCE ACROSS GEOGRAPHIES







Plus 500 IT'S TRADING WITH A PLUS

THE BENEFITS OF **DESIGNING OUR PLATFORMS**

FOR OUR CUSTOMERS:

FOR OUR GROUP:



Agile and efficient customer journey



Platform design allows us to **adjust quickly** to regulatory changes



Enables **stronger retention** with 59% of OTC revenue derived by customers who have been trading with us for 3+ years



Strong system architecture allows **greater scalability**, which leads to higher trading volumes



Facilitates comprehensive localisation



Optimisation of our offering in line with customer preferences

OUR PRODUCT OFFERINGS

A FOCUSED TRADING EXPERIENCE FOR CUSTOMERS



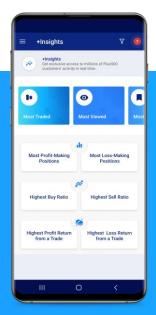
















TRADING **ACADEMY**

SUPPORTED BY **PROPRIETARY TECHNOLOGIES**

CRM, Marketing Machine, Retention Machine, Localisation, Education, Risk Management, Cashier

TRADING PLATFORMS ACROSS OPERATING SYSTEMS

Webtrader; iOS (Mobile & iPad); Android (Mobile & Tablets)



PLUS500'S PROPRIETARY TECHNOLOGY IS OUR KEY ENABLER

ON-GOING INVESTMENT IN OUR TECHNOLOGY TO 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

Plus 500 products supported by highly regulated operations

Enables our global multi-asset offering



AGILE AND EFFICIENT CUSTOMER JOURNEY

SUPPORTING OUR CUSTOMERS AT EVERY STAGE OF THEIR JOURNEY



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



LEADING MOBILE OFFERING ACROSS DEVICES

PLUS500 CONTINUES TO LEAD THE WAY IN MOBILE AND TABLET INTERFACE

ACCESSIBILITY

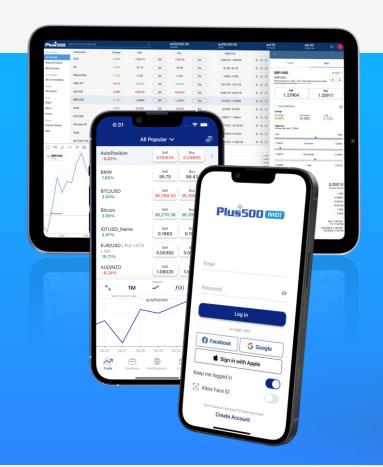
+87%

of **OTC revenue** generated through mobile and tablet offerings

+82%

of all customer **OTC trades** took place on
mobile or tablet devices









FINANCIAL OVERVIEW

Plus 500 IT'S TRADING WITH A PLUS

FY 2023 – ANOTHER **STRONG FINANCIAL PERFORMANCE**

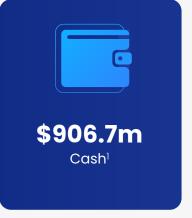
DRIVING GROWTH AND REINFORCING OUR FINANCIAL POSITION













STRONG BALANCE SHEET

Debt-free since inception

100% average annual Operating Cash Conversion²
FY 2013 - FY 2023

PROVEN RECORD OF SHAREHOLDER RETURNS

\$2.1bn returned to shareholders, including \$1.4bn in dividends and \$0.7bn in share buybacks, since 2013 IPO

LEAN OPERATING MODEL

c.56% average annual EBITDA margin FY 2013-FY 2023 thanks to flexible and efficient cost structure



INCOME **STATEMENT**

KEY METRICS (\$M)

	FY 2023	FY 2022	% Change
Revenue	726.2	832.6	(13%)
Selling and marketing expenses	296.9	302.1	(2%)
Administrative and general expenses	92.9	80.1	16%
EBITDA	340.5	453.8	(25%)
EBITDA margin	47%	55%	(15%)
Financial expenses (income), net	0.2	(23.9)	(101%)
Tax expenses	64.8	103.9	(38%)
Net Profit	271.4	370.4	(27%)

H2 202	23	H2 2022	% Change
357	.7	321.2	11%
148	.6	132.6	12%
45	.0	41.8	8%
166.	4	148.5	12%
47	%	46%	2%
2	.8	(14.9)	(119%)
36	.4	35.4	3%
124	.9	126.3	(1%)



COST PROFILE – DISCIPLINED APPROACH TO COST MANAGEMENT

CONTROL OVER EXPENSES DUE TO PLUS500'S FLEXIBLE COST STRUCTURE

Key Elements of cost base (\$m)	FY 2023	FY 2022	% change
Advertising, technology and marketing investment	135.4	157.8	(14%)
Payment processing costs	40.0	44.9	(11%)
Payroll and related expenses	46.7	40.5	15%
Variable bonuses	21.9	19.0	15%
Share-based compensation	25.7	21.4	20%
Data processing costs	23.2	14.6	59%
Professional and regulatory fees	21.7	23.0	(6%)
Depreciation and amortisation	4.1	3.4	21%
Commissions and fees	31.2	17.0	84%
Other costs	39.9	40.6	(2%)
Total costs	389.8	382.2	2%





BALANCE SHEET

KEY LINE ITEMS (\$M)

	31/12/2023	31/12/2022	% Change
Cash and Cash Equivalents	906.7	930.2	(3%)
Other Current Assets	25.4	27.1	(6%)
Total Current Assets	932.1	957.3	(3%)
Non Current Assets	72.6	52.7	38%
Total Assets	1,004.7	1,010.0	(1%)

	31/12/2023	31/12/2022	% Change
Current Liabilities	282.2	219.0	29%
Non Current Liabilities	22.7	10.5	116%
Total Liabilities	304.9	229.5	33%
Equity	699.8	780.5	(10%)
Total Liabilities and Equity	1,004.7	1,010.0	(1%)



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



Plus500 remains well placed to invest in future growth through organic investments and targeted acquisitions

CASH FLOW

KEY LINE ITEMS (\$M)

OPERATING ACTIVITIES:	FY 2023	FY 2022	% Change
Cash generated from operations	336.6	506.8	(34%)
Interest received	51.9	13.5	284%
Income tax paid, net	(39.6)	(66.2)	(40%)
Net cash provided by operating activities	348.9	454.1	(23%)
INVESTING ACTIVITIES:			
Acquisition of subsidiaries, net of cash acquired	-	(4.6)	(100%)
Purchase of property, plant and equipment	(8.2)	(0.8)	925%
Net cash used in investing activities	(8.2)	(5.4)	52%
FINANCING ACTIVITIES:			
Payment of principal in respect of leases liability	(2.7)	(2.3)	17%
Acquisition of the Company's shares by the Company	(275.3)	(138.8)	98%
Dividend paid	(89.8)	(119.9)	(25%)
Net cash used in financing activities	(367.8)	(261.0)	41%
Gain (Loss) from exchange differences on cash & cash equivalents	3.6	(7.0)	(151%)
Cash and cash equivalents at end of the period	906.7	930.2	(3%)

Highly cash generative – average Operating cash conversion for FY 2013 to FY 2023 of 100%

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

Shareholder returns - Cash generative business dynamics

\$89.8m dividends paid in FY 2023; \$275.3m utilised for share buybacks in FY 2023

Continued strong cash balances of \$906.7m at period end Driven by strong cash generation





OUR APPROACH TO CAPITAL ALLOCATION

REQUIRED REGULATORY / RISK MANAGEMENT CAPITAL AND SURPLUS CAPITAL

REQUIRED REGULATORY CAPITAL AND ADDITIONAL RISK MANAGEMENT CAPITAL:

c.\$550M*

of required capital - covering:



Regulatory Capital



Working Capital



Risk Management & Hedging



Clearing

CURRENT SURPLUS CAPITAL:

UP TO c.\$350M*

to be invested in:



Growth Opportunities

Through organic investments and by targeting additional acquisitions



Shareholder Returns

Through share buybacks and cash dividends

OUR APPROACH TO **SHAREHOLDER RETURNS**

ESTABLISHED TRACK RECORD OF SIGNIFICANT SHAREHOLDER RETURNS

Total of c.\$350m shareholder returns announced during FY 2023

Shareholder returns policy:

- At least 50% of net profits to be returned to shareholders through share buybacks and dividends on a halfyearly basis
- At least 50% of shareholder returns to be made by way of share buybacks
- Special share buybacks or dividends will also be considered on a half yearly basis











Plus 500 IT'S TRADING WITH A PLUS

A LONG TRACK RECORD OF **PROFITABLE GROWTH & CASH GENERATION**

STRONG OPERATIONAL AND FINANCIAL PERFORMANCE SINCE IPO IN 2013

STRONG BALANCE SHEET

Debt-free since inception
100% average annual operating
cash conversion 2013-2023

LEAN OPERATING MODEL

c.56% average annual EBITDA margin 2013-2023 through flexible and efficient cost structure Since IPO year in 2013, Plus500 has generated:

\$3.2bn
Cash from operations

\$2.6bn
Accumulated net profit

GROWING TOPLINE

20% CAGR revenue growth between 2013-2023 driven by growing customer base

PROVEN RECORD OF SHAREHOLDER RETURNS

\$2.1bn returned to shareholders including \$1.4bn in dividends and \$0.7bn in share buybacks

DIVERSIFICATION STRATEGY

HIGHLY DIVERSIFIED REVENUE STREAMS ENABLE CONTINUED GROWTH AND SCALABILITY WHILST RETURNING VALUE TO SHAREHOLDERS



A well-balanced portfolio with diverse global regulatory licences



Expansion in product offering brings enhanced choice for customers



Offering both B2B (Institutional) and B2C (Retail) services in the US futures market



Customer base with minimal concentration builds resilience

DIVERSIFICATION STRATEGY OUTCOMES:



Greater sustainability of earnings



Reduced concentration risk



Diversified model provides additional opportunities

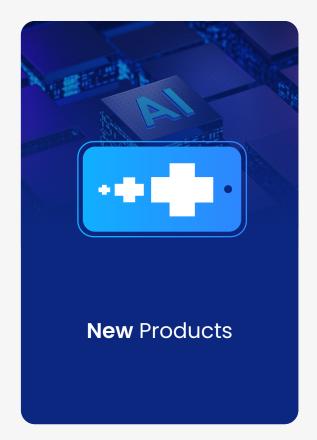


Ability to generate high returns to shareholders



OUR STRATEGIC ROADMAP

KEY GROWTH OPPORTUNITIES OVER THE MEDIUM TERM

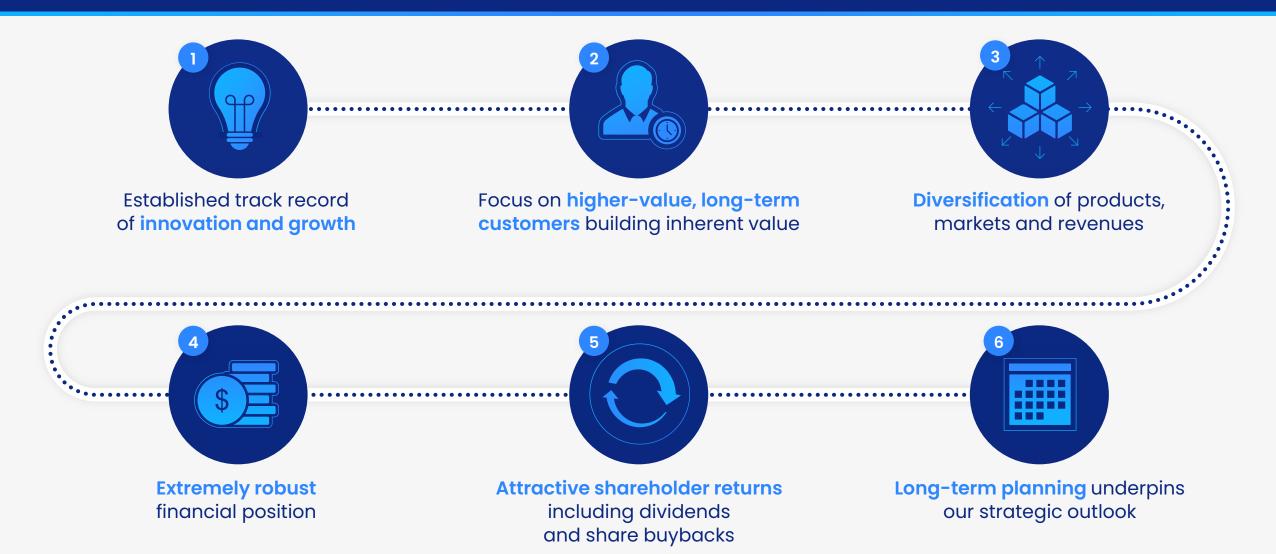




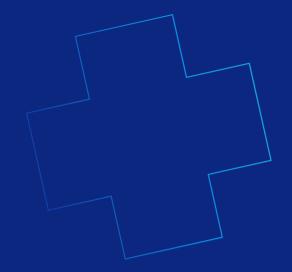




PLUS500 INVESTMENT CASE







THANK YOU



Q&A

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APPENDIX



PLUS500'S PORTFOLIO OF INTERNATIONAL LICENCES CONTINUES TO GROW

AN INCREASINGLY VALUABLE ASSET



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